
WISN-TV (Milwaukee, WI)

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ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candid	late/Issue	DEMOCRATIO SE	NA	-TORIAL CAM	DAIGN CO	OMMITTEE	
candida	Dates (if one folder is used per ate, a separate checklist must be ted for each flight)	10/2/12-11	1/4	10/12			
•	<i>,</i>				<u>Initials</u>		
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17) Dat	te:	10/9/12	<u>Q</u>	-	
2.	Original contract showing requested time (when available)	Dat	te:	8/13/12	£	_	
3.	Updated contracts as order changes.	Dat	e:	9/20/12	<u>Q</u>	- 12/9/12	19/2
4.	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount			20/2/12 20/3/12 10/3/12	Se .	10/12/12	10/39/1
	for each rebate), if any	Dat	e:			-	
		Checklist C	om	pleted:			
		Ву:					
		Date:					

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:	Date:				
l	NISO TV, MILL	mwo		10,	11/12	
I,do hereby reque	St station time conce	NAGELFE rning the follo	RE owing issue:			
		DSCC	IE			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks	
	As	6R1	ÆRED)		
Total Char	ges:					
This broadcast t	ime will be used by:		DSCC-IE	·		
	rogramming (i elating to any					
	Yes			□ No		

importance," list the name of the	nicates a message relating to any p e legally qualified candidate(s) the ate(s) of the election(s) (if applica	programming refers to, the
office(s) being sought and the d	ale(s) of the election(s) (if applica	
For programming that "commun importance," attach Agreed Upo	icates a message relating to any pon Schedule (Page 3)	olitical matter of national
I represent that the payment for	the above described broadcast tim	ne has been furnished by:
0	SCC-1E	
and you are authorized to annou furnishing the payment, if other	nce the time as paid for by such pethan an individual person, is:	erson or entity. The c ntity
a corporation; a comm	nittec; an association; o	r other unincorporated group.
The names, offices, and addresse agents of the entity are named be	es of the chief executive officers, elow (may be attached separately)	directors, and/or authorized : MARTIA MCKENNA, DIRECTOR 15
		436 5. CAPTEL ST 56 WASHINGTON OF 20063 SCRIMINATION ON THE BASIS
OF RACE OR ETHNICITY IN T		
l agree to indemnify and hold harn	nless the station for any damages	or liability, including
reasonable attorney's fees, that may advertisement(s). For the above-s		
transcript, or tape, which will be	delivered to the station at least	
before the time of the scheduled		
TO BE SIG	NED BY ISSUE ADVE	RTISER
1/27/12	~M/\	202-338-8700
Date	Signatille	Contact Phone Number
TO BE SIGN	ED BY STATION REP	RESENTATIVE
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
,	AS	OF	DER	ED	

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the datc(s), exact time(s) and reason(s) for Makc-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



(414)342-8812

Great American Media

Washington, DC 20007

Suite 800

1010 Wisconsin Avenue N W

And:

CONTRACT

Contract / Revision Alt Order # 939457 06262067 Product DSCC-IE Estimate # Contract Dates 10/02/12 - 11/06/12 **15**33 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Campaign Committee 08/03/12 / 08/13/12 Billing Cycle Billing Calendar Cash/Trade

EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

						L				
						Spo				
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Wee	ek Rate	TypeS	pots	Amount
N 1 WISN 10/02	/12 11/02/ ⁻	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02				10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
N 3 WISN 10/02				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
N 4 WISN 10/02				1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/02		•		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				Į.		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE

1533 Advertiser Original Date / Revision

08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
1		ate Description		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate 6750.00						
Week: 10/22/12	10/21/12	-TWTF	2 2	\$750.00 \$750.00				i		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00 \$750.00						
N 6 WISN 10/02										
Start Date	End Date	Weekdays	N COOPER Spots/Week	M-F 11A-12P Rate		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
N 7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/05/12 Week: 10/15/12	10/14/12	-TWTF	2 2	\$300.00 \$300.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
N 8 WISN 10/02				M-F 2-3P		:30		NM	10	* 4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
N 9 WISN 10/02				3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate				1		
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2 2	\$500.00				1		
Week: 10/15/12	10/14/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500,00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500,00						
N 10 WISN 10/02				4P-5P		.20		A 15. 4	40	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02		12 News M-F	•	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date		Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$1,000.00				ŀ		
Week: 10/15/12	10/14/12	-TWTF	3 3	\$1,000.00 \$1,000.00				ļ		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				İ		
N 12 WISN 10/02				5-6A		130				05.6
Start Date	End Date	Weekdays	Spots/Week	ਰ-ਰਮ Rate		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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08/03/12 / 08/13/12



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

			2011		Citatoriai Ca		00/00/1	- / (70/13/12	
*1 01 0:			_			Spots/				
		Date Descript		Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Start Date		Weekdays	Spots/Week	<u>Rate</u>				Ť	•	
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	~TWTF	3	\$350.00				l		
Week: 10/29/12		-TWTF	3	\$350.00						
	11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10/0:			•	6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						4.0,000.00
Week: 10/08/12	10/1/12	-TWTF	2 3	\$1,200.00				T I		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00 \$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
N 14 WISN 10/02				······································	······································					
Start Date	End Date	Weekdays	oa Spots/Week	6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02	2/12 11/02/	12 Entertainn	nent Tonight	630p-7pm		:30				
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
N 16 WISN 10/02		12 Good Morr	ning America	7-9a		:30		NM	21	£31 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				LAIM	21	\$21,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/05/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/13/12	10/21/12 10/28/12	~TWTF-~	4	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
		-TWTF	5	\$1,000.00						
N 17 WISN 10/02				9-10am		:30		NM	14	\$6,300.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> ~TWTF~~	Spots/Week	Rate				-	• •	+5,500.00
Week: 10/08/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/14/12	-TWTF	2 3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3 3	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00						
N 18 WISN 10/26/		·	т							
Start Date	End Date	Weekdays	Spots/Week	Fri 9-10p		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	1	<u> 3pois/vveek</u> 1	<u>Rate</u> \$3,000.00						
N 19 WISN 10/08/	12 11/05/1	2 Dancing		Prime Other		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$5,000.00				1		
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
Week: 10/29/12	11/04/12	1	1	\$5,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$5,000.00				1		
								1		

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stallon the amount of any bills rendered by stallon within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an inlent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

Start Date End Date Weekdays Spots/Week Rate N 20 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM 2 \$8 Start Date End Date Weekdays Spots/Week Rate	mount 5,000.00
N 20 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM 2 \$8 Start Date End Date Weekdays Spots/Week Rate	3,000.00
Start Date End Date Weekdays Spots/Week Rate	3,000.00
12/ 1 40 00 (44 40 40 40 40 40 40 40 40 40 40 40 40 4	
Week: 10/22/12 10/28/12 1 1 \$4,000.00	
Week: 10/29/12 11/04/12 1 1 \$4,000.00	
N 21 WISN 10/06/12 11/03/12 Late News Sc 10cm 10 1025-	
N 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3 Start Date End Date Weekdays Spots/Week Rate	,000.00
Week: 10/01/12 10/07/121- 1 \$600.00	
Week: 10/08/12	
Week: 10/15/12	
Week: 10/22/12 10/28/121 1 \$600.00	
Week: 10/29/12 11/04/121- 1 \$600.00	
	,500.00
<u>Start Date </u>	
N 23 W/SN 10/06/12 11/02/12 Nove So 62 620-	
1 Tuling 5 52	,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12	
Week: 10/08/12 10/14/121- 1 \$500.00	
Week: 10/15/12	
Week: 10/22/12 10/28/121- 1 \$500.00	
Week: 10/29/12 11/04/121- 1 \$500.00	
N 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4	800.00
Start Date End Date Weekdays Spots/Week Rate	,000.00
Week: 10/08/12 10/14/121- 1 \$200.00 Week: 10/15/12 10/21/121- 1 \$200.00	
4200,00	
Week: 10/22/12	
N 05 MON 407040 A 40040 A	
C1= 4 D - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	,500.00
<u>Starr Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/121- 1 \$700.00	
Week: 10/08/12 10/14/121- 1 \$700.00	
Week: 10/15/12 10/21/121- 1 \$700.00	
Week: 10/22/12	
Week: 10/29/12 11/04/121- 1 \$700.00	
N 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3	.000.00
Start Date End Date Weekdays Spots/Week Rate	,000.00
Week: 10/01/12 10/07/121- 1 \$600.00	
Week: 10/08/12	
144 1 10/00/10 10/00/10	
N 27 WISN 10/2012 14/2312 CA 222 7-	
0.15.5	00.00
<u>Start Date </u>	
Week: 10/22/12 10/28/12 0 \$0.00	
Week: 10/29/12 11/04/121- 1 \$500.00	
N 28 WISN 10/13/12 10/17/12 Set 520 75	000.00
Start Date End Date Weekdays Spots/Week Rate	00.00

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Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

\$2,500.00



Week: 10/22/12

Week: 10/29/12

N 36 WISN 10/21/12

10/28/12

11/04/12

10/21/12

----1

Once

1

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
		ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	T-	1 0	\$1,000.00						
Week: 10/73/12 Week: 10/22/12	10/21/12	1 -	1	\$0.00 \$1,000.00						
N 29 WISN 10/06/			College Footbal			-20			_	
Start Date	End Date	Weekdays	Spots/Week	l 7-1030p Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
N 30 WISN 10/13/	/12 11/03/	12 News Sat	7-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	1.1000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00				1		
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$450.00						
Week: 10/29/12	10/28/12 11/04/12	1- 1-	1 1	\$450.00						
		·	· · · · · · · · · · · · · · · · · · ·	\$450.00						
N 31 WISN 10/07/ Start Date	′12 11/04/′ End Date	12 Late News Weekdays	•	10p-1030p		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	Spots/Week 1	<u>Rate</u> \$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
N 32 WISN 10/14/	12 11/04/1	12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		,			7	\$0,000.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00				i		
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
N 33 WISN 10/14/				458-6AM		:30		NM	4	\$800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate						
Week: 10/05/12 Week: 10/15/12	10/14/12	1	1	\$200.00 \$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
N 34 WISN 10/07/		2 News Sun	530nm	530-6p		:30			-	••
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	-1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	11	\$500.00						
N 35 WISN 10/07/	12 11/04/1	2 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	-,-00.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						

:30

\$400.00

\$400.00

Sun 7-8p

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an inlent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 06262067 939457 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$2,500.00						
N 37 WISN 10/07		-		7-9am		.20		315.6	_	22.22.22
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00						
N 38 WISN 10/14			With George Ste			:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	Rate						
Week: 10/05/12	10/14/12		Ó	\$1,000.00 \$0.00				- 1		
Week: 10/22/12	10/28/12		0	\$0.00				İ		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
N 39 WISN 10/09		12 DanceResu	ılte	Tue 7-8p		:30		NM	2	£40,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	2	\$10,000.00
Week: 10/08/12	10/14/12	- 1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02	/12 10/09/	12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12		1	\$2,500.00						
N 41 WISN 10/02				Tue 9-10p		:30		MM	3	\$6,600.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week 1	Rate						
Week: 10/08/12	10/14/12	-1	0	\$2,200.00 \$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00				1		
Week: 10/22/12	10/28/12		ò	\$0.00						
Week: 10/29/12	11/04/12	- 1	1	\$2,200.00						
N 42 WISN 10/16	/12 10/30/	12 HappyEnd		Tue 8-9p		:30		NM	3	\$9,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		''''	J	Ψ5,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
Week: 10/22/12	10/28/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
N 43 WISN 10/27/		12 College Foo	otball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
			1 =	\$7,000.00						
N 44 WISN 11/03/						:30		NM	2	\$2,600.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 2-	<u>Spots/Week</u> 2	<u>Rate</u> \$1,300.00						
N 45 WISN 10/28/				9-930A		.20		313.4	^	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$450.00
Week: 10/22/12	10/28/12	- 2	2	\$225.00						
N 46 WISN 10/22/	····	12 General Ho		2-3pm/1-2p		:30		NM	1	6350.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IMM	1	\$350.00
Week: 10/22/12	10/28/12	1	1	\$350.00				1		
N 47 WISN 11/06/	/12 11/06/1	12 General Ho	spital	2-3pm/1-2p		:30		NM	1	\$350.00
				•				•		

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

					Sp	oots/			
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days Length W	eek Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
Week: 11/05/12	11/11/12	-1	1	\$350.00					
N 48 WISN 10/15				10-1030p	:30		NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,600.00					
Week: 10/29/12	11/04/12	1	1	\$1,600.00 \$1,600.00					
Week: 11/05/12	11/11/12	1	1	\$1,600.00					
N 49 WISN 10/15/		12 The View		10-11am	:30		NM	4	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.30		''''	7	\$2,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00					
Week: 10/22/12	10/28/12	1	1	\$500.00					
Week: 10/29/12	11/04/12	1	1	\$500.00					
Week: 11/05/12	11/11/12	1	1	\$500.00					
N 50 WISN 11/06				10-11am	:30		NM	1	\$500.00
Start Date Week: 11/05/12	End Date	Weekdays -1	Spots/Week 1	Rate					
	11/11/12		'	\$500.00					
N 51 WISN 10/15/			N COOPER	M-F 11A-12P	:30		NM	4	\$900.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$225.00					
Week: 10/22/12	10/28/12	1	i	\$225.00			1		
Week: 10/29/12	11/04/12	1	1	\$225.00					
Week: 11/05/12	11/11/12	1	1	\$225.00					
N 52 WISN 10/29	/12 11/05/	12 3-4p		3-4p	:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
Week: 10/29/12	11/04/12	1	1	\$500.00					
Week: 11/05/12	11/11/12	1	1	\$500.00					
N 53 WISN 11/06		•	Cantallate	3-4p	:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00					
N 54 WISN 10/29	 			4P-5P	:30		NM	2	¢1 200 00
Start Date	End Date	Weekdays	Spots/Week	Rate	.30		INIVI	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00			1		
Week: 11/05/12	11/11/12	1	1	\$600.00					
N 55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm	:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/15/12	10/21/12	1	1	\$1,000.00			İ		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00 \$1,000.00					
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00					
			•	· · · · · · · · · · · · · · · · · · ·	.20		NINA		01 400 00
N 56 WISN 10/15 Start Date	/12 11/05/ ⁻ End Date	12 News M-F Weekdays	Spots/Week	5-6A Rate	:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00					
Week: 10/22/12	10/28/12	1	1	\$350.00			į		
Week: 10/29/12	11/04/12	1	1	\$350.00					
Week: 11/05/12	11/11/12	1	11	\$350.00					
N 57 WISN 10/08		12 News M-F	•	6-630pm	:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					
Week: 10/08/12	10/14/12	1	1	\$1,200.00			ı		

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08/03/12 / 08/13/12

350

\$321,650.00



	Contract / Revision 939457 /	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser	Or	iginal Date / Revision	

Totals

*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	note	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				1,7000	pots	Arrount
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00				i		
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
N 58 WISN 10/15		12 News M-F	6а	6-7A		:30	,	NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					7	Ψ4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				i		
N 59 WISN 11/06			6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	Ψ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22			ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					-	V= 000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
N 61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				l		
N 62 WISN 11/06/			ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	41,000.00
Week: 11/05/12	11/11/12	_1	1	\$1,000.00						
N 63 WISN 10/15/			H KELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7.1000.00
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00]		
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	11	\$450.00						

Democratic Senatorial Ca

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 350 \$321,650.00 \$273,402.50

Signature:	Date:	
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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall imme diately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

DMISSION DF BRD ADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisty the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notity Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnity and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnity and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CDNSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specitying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property furn	ished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts exce	pt after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

2

Contract / Revision Alt Order# 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1**5**33 <u>Advertiser</u> Original Date / Revision **Democratic Senatorial Campaign Committee** 09/18/12 / 09/18/12

Billing Cycle	Billing Cale	endar	Cash/Trade
EOM/EOC	Broadcast		Cash
Station	Account Ex	xecutive	Sales Office
WISN	Will Hildeb	randt	HRP -Washingto
Special Hand	ling		
Demographic			-
Adults 35+			
1553	A	A	
IDB#	Advertiser	Code	Product Code
8091	49		53
Agency Ref		Advertiser	Ref

					Spots/				
*Line Ch Start Date End	Date Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02/12 11/02		ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date End Date		Spots/Week	Rate						, , , , , , , , , , ,
Week: 10/01/12 10/07/12		2	\$350.00						
Week: 10/08/12 10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12 10/21/12	-TWTF	2	\$350.00				- 1		
Week: 10/22/12 10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12 11/04/12	-TWTF	2	\$350.00				- 1		
2 WISN 10/02/12 11/02	2/12 Late News	10PM	10-1030p	***************************************	:30		NM	15	\$24,000.00
Start Date End Date		Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12 10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12 10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12 10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12 11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/12 11/02			10-11am		:30		NM	14	\$7,000.00
Start Date End Date		Spots/Week	Rate						
Week: 10/01/12 10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12 10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12 10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12 10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12 11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/12 11/02		1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date End Date		Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12 10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12 10/21/12		1	\$950.00				l		
Week: 10/22/12 10/28/12		1	\$950.00				1		
Week: 10/29/12 11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/12 11/02	2/12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date End Date		Spots/Week	<u>Rate</u>				1		
Week: 10/01/12 10/07/12		1	\$750.00						
Week: 10/08/12 10/14/12	-TWTF	1	\$750.00						
							_		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Contract Agreement Between:

WISN TV
759 N. 19th Street
Milwaukee, WI 53233
(414)342-8812

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 09/18/12 / 09/18/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u> \$750.00				<u> </u>		
Week: 10/13/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
				,		.20	······································	N1B.4	4.4	#2 4F0 00
6 WISN 10/02/ Start Date	/12 11/02/ [,] End Date	Weekdays	ON COOPER Spots/Week	M-F 11A-12P Rate		:30		MM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/	/12 11/02/ ⁻	12 THE CHEV	N	12P-1P	•	:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00				i		
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	2 2	\$400.00 \$400.00						
9 WISN 10/02/						:30		NM	10	#E 000 00
Start Date	End Date	Weekdays	Spots/Week	3-4p Rate		.50		INIVI	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				ĺ		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02		12 News M-F <u>Weekdays</u>	5p Spots/Week	5-530pm		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	<u> 2</u>	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02	/12 11/02/	12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

Start Care First Start							Spots/				
Week: 1016/12 10/21/12 -TWTF 3 \$350.00 Week: 10/25/12 11/04/12 -TWTF 4 \$380.00 Start Date End Date Weekidays Spots/Week Spots/W	*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	•	Rate	Type S	Spots	Amount
Week: 1012/12 10102/12 11/02/12 News M-F 6p 6-30pm :30 NM 14 \$16,800.00											
Week: 10/12/12 11/02/12 11/									l		
13 WISN 10102/12 11/102/12 News MF- 6p											
Start Date End Date Week: 10/08/12 10/14/12 -TWTF 2 \$1,200.00											
Week: 10/01/12 10/07/12 -TWTF 2 3 1,200.00 Week: 10/15/12 10/21/12 -TWTF 3 3 1,200.00 Week: 10/15/12 10/21/12 -TWTF 3 3 1,200.00 Week: 10/15/12 10/21/12 -TWTF 3 3 1,200.00 Week: 10/29/12 11/04/12 -TWTF 3 3 1,200.00 14 WISN 10/02/12 11/04/12 -TWTF 3 3 1,200.00 Week: 10/15/12 10/07/12 -TWTF 3 3 1,000.00 Week: 10/15/12 10/07/12 -TWTF 3 3 1,000.00 Week: 10/15/12 10/07/12 -TWTF 3 3 1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 3 1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 3 1,000.00 Week: 10/15/12 10/21/12 -TWTF 4 5 1,000.00 Start Date End Date Week: 10/15/12 10/14/12 -TWTF 2 8850.00 Week: 10/15/12 10/21/12 -TWTF 2 8850.00 Week: 10/15/12 10/21/12 -TWTF 3 3 1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 8850.00 Week: 10/15/12 10/21/12 -TWTF 4 81,000.00 Week: 10/15/12 10/21/12 -TWTF 4 81,000.00 Week: 10/15/12 10/21/12 -TWTF 5 81,000.00 Week: 10/15/12 10/21/12 -TWTF 5 81,000.00 Week: 10/25/12 11/04/12 -TWTF 5 81,000.00 Week: 10/25/12 10/24/12 -TWTF 5 81,000.00 Week: 10/25/12 10/24/12 -TWTF 5 84,000 Week: 10/25/12 10/24/12 -TWTF 3 84,000 Week:				•	· _		:30		NM	14	\$16,800.00
Week: 10/16/12 10/14/12 T-TTFF 3 1,200.00									1		
Week: 10/15/12 10/21/12 TWTF 3 \$1,200.00 Week: 10/22/12 10/28/12 TWTF 3 \$1,200.00 Week: 10/22/12 11/02/12 News M-F 6a 6-7A :30 NM 15 \$15,000.00 Start Date											
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Meek: 10/29/12					•						
14 WISN 10/02/12 11/02/12 News MF 6a 6-7A :30 NiM 15 \$15,000.00											
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15 WISN 10/02/12					•						
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Week: 10/15/12 10/28/12 -TWTF 3 \$850.00									ŀ		
Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 21 10/24/12 -TWTF 3 \$850.00 21 \$21,000.00 21 \$21,000.00 21 \$21,000.00 21 \$21,000.00 21 \$21,000.00 21 \$21,000.00 21 \$21,000.00 22 \$21											
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16 WISN 10/02/12 11/02/12 Good Morning America 7-9a :30 NM 21 \$21,000.00									1		
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Week: 10/08/12 10/14/12 TWTF 4 \$1,000.00 Week: 10/15/12 10/28/12 TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 TWTF 5 \$1,000.00 Week: 10/29/12 11/04/12 TWTF 5 \$1,000.00 TWISN 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Start Date Week: 10/01/12 10/07/12 TWTF 2 \$450.00 Week: 10/08/12 10/14/12 TWTF 3 \$450.00 Week: 10/02/12 10/28/12 TWTF 3 \$450.00 Week: 10/29/12 10/28/12 TWTF 4 \$450.00 Week: 10/29/12 11/04/12 TWTF 4 \$450.00 Week: 10/29/12 10/28/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date Week: 10/22/12 10/28/12 Dancing Prime Other :30 NM 5 \$25,000.00 Start Date End Date Weekdays Spots/Week Week: 10/08/12 11/04/12 T 1 \$5,000.00 Week: 10/08/12 10/14/12 T 1 \$5,000.00 Week: 10/15/12 10/21/12 1 1 \$5,000.00											
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Week: 10/22/12 10/28/12 -TwTF 5 \$1,000.00 Week: 10/29/12 11/04/12 -TwTF 5 \$1,000.00 Start Date Neek: 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300.00 Start Date Neek: 10/01/12 10/07/12 -TwTF 2 \$450.00 Week: 10/08/12 10/14/12 -TwTF 2 \$450.00 Week: 10/15/12 10/28/12 -TwTF 3 \$450.00 Week: 10/22/12 10/28/12 -TwTF 3 \$450.00 Week: 10/29/12 11/04/12 -TwTF 4 \$450.00 Week: 10/29/12 11/04/12 -TwTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date Neekdays 10/22/12 10/28/121 1 \$3,000.00 Week: 10/08/12 11/05/12 Dancing Start Date Neekdays 10/14/12 Neekdays 1 Prime Other Start Date Start Date Neekdays 10/14/12 Neekdays 1 \$5,000.00 Week: 10/08/12 10/21/12 1 1 \$5,000.00									l		
Week: 10/29/12											
17 WISN 10/02/12											
Start Date Week: 10/01/12 End Date 10/07/12 Weekdays TWF 2 \$450.00 Week: 10/08/12 10/14/12 -TWTF 2 \$450.00 Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date Week: 10/22/12 End Date 10/28/12 Weekdays Spots/Week Rate 10/22/12 Rate 13,000.00 NM 5 \$25,000.00 Week: 10/08/12 10/14/12 1 1 \$5,000.00 NM 5 \$25,000.00 Week: 10/15/12 10/21/12 1 1 \$5,000.00 NM 5 \$25,000.00							.22		N 1 N 4		
Week: 10/01/12 10/07/12 -TWTF 2 \$450.00 Week: 10/08/12 10/14/12 -TWTF 2 \$450.00 Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 4 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date Week: 10/22/12 End Date Weekdays Tolder Tolder Start Date Weekdays Spots/Week Rate Start Date Weekdays Tolder Told							:30		NIVI	14	\$6,300.00
Week: 10/08/12 10/14/12 -TWTF 2 \$450.00 Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 18 WISN 10/26/12 11/04/12 -TWTF 4 \$450.00 Start Date Week: 10/28/12 End Date 10/28/12 Weekdays 200.00 Fri 9-10p :30 NM 1 \$3,000.00 19 WISN 10/08/12 11/05/12 Dancing 50 Prime Other :30 NM 5 \$25,000.00 Start Date Week: 10/08/12 End Date Weekdays 10/14/12 Spots/Week 10/15/12 Rate 8,000.00 Rate 8,000.00 Rate 10/15/12 NM 5 \$25,000.00 Week: 10/15/12 10/14/12 1 1 1 \$5,000.00 NM 5 \$25,000.00									l		
Week: 10/15/12 10/21/12 -TWTF 3 \$450.00 Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date Veek: 10/22/12 End Date Veekdays Veekdays Spots/Week Spots/Week Veek Rate Spots/Week Rate Veek: 10/08/12 11/05/12 Dancing Veekdays Veekdays Veekdays Veekdays Veekdays Veek: 10/14/12 Rate Spots/Week Rate Veek: 10/08/12 Rate Veek: 10/15/12 10/14/12 1 1 \$5,000.00 Week: 10/15/12 10/21/12 1 1 \$5,000.00											
Week: 10/22/12 10/28/12 -TWTF 3 \$450.00 Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date Week: 10/22/12 End Date Date Date Date Weekdays Spots/Week Spots/Week Spots/Week Pate Neek: 10/08/12 11/05/12 Dancing Date Date Date Date Date Neekdays Spots/Week Pate Neek: 10/08/12 Rate Spots/Week Pate Neek: 10/08/12 Rate Spots/Week Pate Neek: 10/15/12 NM 5 \$25,000.00 Week: 10/15/12 10/14/12 1 1 \$5,000.00 Week: 10/15/12 10/21/12 1 1 \$5,000.00											
Week: 10/29/12 11/04/12 -TWTF 4 \$450.00 18 WISN 10/26/12 10/26/12 2020 Start Date Neek: 10/22/12 10/26/12 2020 Spots/Week Rate Neek: 10/22/12 10/28/121 1 \$3,000.00 Fri 9-10p Start Date Neek: 10/22/12 11/05/12 Dancing Start Date Neek: 10/08/12 11/05/12 Dancing Neek: 10/08/12 10/14/12 1 1 \$5,000.00 Prime Other New: 130 NM Spots/Week Rate Neek: 10/08/12 10/14/12 1 1 \$5,000.00 Week: 10/15/12 10/21/12 1 1 \$5,000.00 \$5,000.00									1		
18 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date Week: 10/22/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 11/05/12 Dancing Start Date Weekdays Week: 10/08/12 10/14/12 1 1 \$5,000.00 Prime Other Prime Other S5,000.00 :30 NM 5 \$25,000.00 Week: 10/08/12 10/14/12 1 1 \$5,000.00 Spots/Week Rate S5,000.00 S5,000.00 S5,000.00											
Start Date Week: End Date 10/22/12 Weekdays 10/28/12 Spots/Week sq. 000.00 Rate sq. 000.00 19 WISN 10/08/12 11/05/12 Dancing Start Date Weekdays Week: 11/05/12 10/14/12 Prime Other Sq. 000.00 13/05/12 13/05/12 NM Sq. 000.00 13/05/12 NM Sq. 000.00 15/05/12 15/000.00 NM Sq. 000.00 15/000.00 NM Sq. 000.00 15/000.00 NM Sq. 000.00 15/000.00 NM Sq. 000.00 NM Sq.			12 2020		-		:30		NM	1	\$3,000,00
Week: 10/22/12 10/28/12 1 1 \$3,000.00 19 WISN 10/08/12 11/05/12 Dancing Prime Other :30 NM 5 \$25,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$5,000.00 Week: 10/15/12 10/21/12 1 1 \$5,000.00	Start Date	End Date		Spots/Week	Rate					·	+5,+55.50
Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$5,000.00 Week: 10/15/12 10/21/12 1 1 \$5,000.00	Week: 10/22/12	10/28/12		1	\$3,000.00						
Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 \$5,000.00 Week: 10/15/12 10/21/12 1 \$5,000.00		/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Week: 10/15/12	Start Date			Spots/Week					1		
				1							
Week: 10/22/12 10/28/12 1 1 \$5,000.00				1							
	Week: 10/22/12	10/28/12	1	1	\$5,000.00				ŀ		

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Contract / Revision Alt Order# 939457 06262067 Product

Contract Dates Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 09/18/12 Democratic Senatorial Ca / 09/18/12

*** 0. 0					Spot	ts/		
*Line Ch Start				Start/End Time	Days Length Wee	k Rate	Type Spots	Amount
<u>Start Date</u> Spot Ch Da	End Date ate Range	Weekdays Description	Spots/Week	Rate Start/End Time	MA - ded	5.1	_	
3 WISN 10			<u>!</u>	Start/End Time Prime Other	Weekdays Length M:30	Rate	Type	
See MG 1		"12 Danoing		r nine Other	.30	\$5,000.00	NM	
6 WISN 10	/22/12-10/28	3/12 Dancing		Mon 7-8p	M: :30	\$5,000.00	NM	
MG for 19.								
Week: 10/29/12	11/04/12	1	1	\$5,000.00				
Week: 11/05/12	11/11/12	1	1	\$5,000.00				
N 20 WISN 10/22				Mon 9-10p	:30		NM 1	\$4,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$4,000.00				
	te Range	Description		Start/End Time	Weekdays Length	Pata	Tuno	
1 W/SN 10			•	Mon 9-10p	M :30	<u>Rate</u> \$4,000,00	Type NM	
Credited						\$1,000.00	1 4141	
Week: 10/29/12	11/04/12	1	1	\$4,000.00				
21 WISN 10/06/	/12 11/03/	12 Late News	Sa 10pm	10-1035p	:30		NM 5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				44,555.55
Week: 10/01/12	10/07/12	1-	1	\$600.00				
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1-	1	\$600.00				
Week: 10/13/12 Week: 10/22/12	10/21/12	1- 1-	1	\$600.00				
Week: 10/29/12	11/04/12	1-	1	\$600.00 \$600.00				
22 WISN 10/13/								
Start Date	End Date	12 College Foo Weekdays	Spots/Week	230p-6p Rate	:30		NM 1	\$6,500.00
Week: 10/08/12	10/14/12	1-	1	\$6,500.00				
23 WISN 10/06/	/12 11/03/1	12 News Sa 6p	-630n	6-630pm	:30		NM 5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	.00		14141	\$2,500.00
Week: 10/01/12	10/07/12	1-	1	\$500.00				
Week: 10/08/12	10/14/12	1-	1	\$500.00				
Week: 10/15/12	10/21/12	1-	1	\$500.00				
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- 1-	1	\$500.00				
h			11	\$500.00				
24 WISN 10/13/ Start Date		l2 Sa 458-6a Weekdays	Cmata AAIa ale	456-6AM	:30		NM 4	\$800.00
Week: 10/08/12	End Date 10/14/12	1-	Spots/Week 1	<u>Rate</u> \$200.00				
Week: 10/15/12	10/21/12	1-	1	\$200.00				
Week: 10/22/12	10/28/12	1-	1	\$200.00				
Week: 10/29/12	11/04/12	1-	1	\$200.00				
25 WISN 10/06/	12 11/03/1	2 News Sa 6p	-630p	6-630pm	:30		NM 5	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				00,000,00
Week: 10/01/12	10/07/12	1-	1	\$700.00				
Week: 10/08/12	10/14/12	1-	1	\$700.00				
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$700.00			1	
Week: 10/29/12	10/28/12 11/04/12	1- -1-	1	\$700.00 \$700.00			1	
			1		······································			
26 WISN 10/06/ Start Date	12 11/03/1 End Date	2 Sat GMA Weekdays	Spots/Week	6-7a	:30		NM 5	\$3,000.00
Week: 10/01/12	10/07/12	vveekuays	<u>Spois/vveek</u>	<u>Rate</u> \$600.00			1	
Week: 10/08/12	10/14/12	- -1-	i	\$600.00			1	
Week: 10/15/12	10/21/12	1-	1	\$600.00			1	
							4	

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Contract / Revision Alt Order# 939457 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

							Spots/				
	*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	Week: 10/22/12	10/28/12	1-	1	\$600.00				- 1		
	Week: 10/29/12	11/04/12	1-	1	\$600.00						
	27 WISN 10/20/		12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
	<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 -	Spots/Week 1	<u>Rate</u> \$500.00						
	Week: 10/13/12 Week: 10/22/12	10/21/12		Ö	\$0.00						
	Week: 10/29/12	11/04/12	1-	1	\$500.00				ı		
•	28 WISN 10/13/		I2 Sat 630-7p	-	630-7p		:30		NM	2	¢2 000 00
	Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	2	\$2,000.00
	Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
	Week: 10/15/12	10/21/12	-	0	\$0.00						
	Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
	29 WISN 10/06/	12 10/20/1	2 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
	Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	2-	0 2	\$0.00						
		****			\$1,000.00						
	30 WISN 10/13/ Start Date	12 11/03/1 End Date	12 News Sat 7 Weekdays	-9a Spots/Week	7-9am		:30		NM	4	\$1,800.00
	Week: 10/08/12	10/14/12	<u>vveekuays</u> 1-	<u> </u>	<u>Rate</u> \$450.00						
	Week: 10/15/12	10/21/12	1-	1	\$450.00						
	Week: 10/22/12	10/28/12	1-	1	\$450.00						
	Week: 10/29/12	11/04/12	1-	1	\$450.00						
	31 WISN 10/07/	12 11/04/1	2 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
	Week: 10/01/12	10/07/12	1	1	\$1,600.00						
	Week: 10/08/12	10/14/12	1	1	\$1,600.00						
	Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	<u>1</u> 1	1	\$1,600.00 \$1,600.00						
	Week: 10/29/12	11/04/12	1	1	\$1,600.00						
•	32 WISN 10/14/			CL1 4020 DM			-00				
	Start Date	End Date	Weekdays	Spots/Week	1030p-11p Rate		:30		NM	4	\$3,800.00
	Week: 10/08/12	10/14/12	1	1	\$950.00				l		
	Week: 10/15/12	10/21/12	1	1	\$950.00						
	Week: 10/22/12	10/28/12	1	1	\$950.00						
	Week: 10/29/12	11/04/12	1	1	\$950.00						
	33 WISN 10/14/	12 11/04/1	2 Su 458-6a		458-6AM		:30		NM	4	\$800.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						*
	Week: 10/08/12	10/14/12	1	1	\$200.00						
	Week: 10/15/12 Week: 10/22/12	10/21/12	1 1	1	\$200.00						
	Week: 10/29/12	10/28/12 11/04/12	1	1 1	\$200.00 \$200.00				ĺ		
٠										_	
	34 WISN 10/07/ Start Date	12 11/04/1 End Date	2 News Sun 5 Weekdays	30pm Spots/Week	530-6p		:30		NM	5	\$2,500.00
	Week: 10/01/12	10/07/12	1	<u> </u>	<u>Rate</u> \$500.00						
	Week: 10/08/12	10/14/12	1	1	\$500.00				1		
	Week: 10/15/12	10/21/12	1	1	\$500.00						
	Week: 10/22/12	10/28/12	1	1	\$500.00				ŀ		
									•		

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

Snots/

						Spo	ts/			
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Wee	ek Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$3.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	3	\$2,000.00
Week: 10/01/12	10/07/12	 1	1	\$400.00						
Week: 10/08/12	10/14/12	-1	1	\$400.00						
Week: 10/15/12	10/21/12	-1	1	\$400.00						
Week: 10/22/12	10/28/12	-1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21.	/12 1 0/21/	12 Once		Sun 7-8p		:30	***************************************	NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1111	1	42,500.00
Week: 10/15/12	10/21/12	- 1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/1	12 News Sun 7	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1 1101	3	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/	' <mark>12 11/</mark> 04/1	2 This Week	With George Ste	ep930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	42,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	<u>1</u>	1	\$1,000.00						
39 WISN 10/09/			lts	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	-1	1	\$5,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-1	0 1	\$0.00						
			1	\$5,000.00						
40 WISN 10/02/			5	Tue 8-9p		:30		MM	2	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -1	Spots/Week 1	Rate						
Week: 10/08/12	10/07/12	-1	1	\$2,500.00 \$2,500.00				1		
~····		<u>-</u>								
N 41 WISN 10/02/ Start Date	12 10/30/1 End Date			Tue 9-10p		:30		NM	2	\$4,400.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -1 	Spots/Week 1	<u>Rate</u> \$2,200.00						
Week: 10/08/12	10/14/12		Ö	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
	te Range	Description	•	Start/End Time	Weekday	s Length	Poto	Tunn		
		12 PrivatePrac	ctice	Tue 9-10p	-Tu		<u>Rate</u> \$2,200.00	<u>Type</u> NM		
Credited				100 0 10p	, u	.50	Ψ2,200.00	14141		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/	12 10/30/1	2 HappyEnd		Tue 8-9p		:30		NM	•	FF 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		FAIAL	2	\$6,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
	te Range	<u>Description</u>		Start/End Time	Weekday	s <u>Length</u>	Rate	<u>Type</u>		
	15/12-10/21/	12 HappyEnd		Tue 8-9p	-Tu		\$3,000.00	NM		
Credited										
								•		

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/22/12	\$3,000.00				
	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00		l		
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30	NIN a	•	# 0.000.00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,30 <u>0.00</u>				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate		ı		
Week: 10/22/12 10/28/122 2	\$225.00				
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00				
47 WISN 11/06/12 11/06/12 General Hospital		.20		4	
Start Date End Date Weekdays Spots/Week	2-3pm/1 - 2p Rate	:30	NM	1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	Ψο, +ου.ου
Week: 10/15/12 10/21/12 1 1	\$1,600.00				
Week: 10/22/12 10/28/12 1 1	\$1,600,00				
Week: 10/29/12	\$1,600.00				
	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	10-11am Rate	:30	NM	4	\$2,000.00
Week: 10/15/12 10/21/12 1 1	\$500.00				
Week: 10/22/12 10/28/12 1 1	\$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00		1		
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	Rate				
	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P	:30	NM	4	\$900.00
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$225.00				
Week; 10/22/12 10/28/12 1 1	\$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate				·
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$500.00		1		
	\$500.00				
53 WISN 11/06/12 11/06/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p <u>Rate</u>	:30	NM	1	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week	Rate		1111	_	\$1,200.00
Week: 10/29/12 11/04/12 1 1	\$600.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 06262067 939457 / 1 Contract Dates Product Estimate #

DSCC-IE 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision

09/18/12 / 09/18/12 Democratic Senatorial Ca

Spots/

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Spots/ Days Length Week	Rate Type	Spots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$600.00				
55 WISN 10/15	/12 11/05/	12 News M-F	5n	5-530pm	:30	NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.00			4 1,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				
Week: 10/22/12	10/28/12	1	1	\$1,000.00				
Week: 10/29/12	11/04/12	1	1	\$1,000.00				
Week: 11/05/12	11/11/12	1	1	\$1,000.00				
56 WISN 10/15	/12 11/05/	12 News M-F		5-6A	:30	NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/15/12	10/21/12	1	1	\$350.00				
Week: 10/22/12	10/28/12	1	1	\$350.00				
Week: 10/29/12	11/04/12	1	1	\$350.00				
Week: 11/05/12	11/11/12	1	1	\$350.00				
57 WISN 10/08	_		• .	6-630pm	:30	NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/08/12	10/14/12	1	1	\$1,200.00				
Week: 10/15/12	10/21/12	1	1	\$1,200.00				
Week: 10/22/12	10/28/12	1	1	\$1,200.00				
Week: 10/29/12	11/04/12	1	1	\$1,200.00				
Week: 11/05/12	11/11/12	1		\$1,200.00				
58 WISN 10/15				6-7A	:30	NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate				
Week: 10/15/12	10/21/12	_	1	\$1,000.00				
Week: 10/22/12	10/28/12	1	1	\$1,000.00				
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$1,000.00				
	11/11/12	1		\$1,000.00				
59 WISN 11/06				6-7A	:30	MM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00				
			·				_	
60 WISN 10/22			nent Tonight	630p-7pm	:30	NM	3	\$2,550.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$850.00				
Week: 10/29/12	11/04/12	1	1	\$850.00				
Week: 11/05/12	11/11/12	1	1	\$850.00				
61 WISN 10/08		_	rian America		.20	N.E.A.	_	#5 000 00
Start Date		Weekdays	ning America Spots/Week	7-9a	:30	NM	5	\$5,000.00
Week: 10/08/12	End Date 10/14/12	1	<u>50015/VVEEK</u>	<u>Rate</u> \$1,000.00				
Week: 10/15/12	10/21/12	1	1	\$1,000.00				
Week: 10/22/12	10/28/12	1	1	\$1,000.00				
Week: 10/29/12	11/04/12	1	1	\$1,000.00				
Week: 11/05/12	11/11/12	1	1	\$1,000.00				
62 WISN 11/06			ning America	7-9a	:30	NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50	14141	!	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				
63 WISN 10/15	/12 11/05/	12 LIVE WIT	H KELLY!	9-10am	:30	NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/15/12	10/21/12	1	1	\$450.00				
Week: 10/22/12	10/28/12	1	1	\$450.00			[

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 1	Alt Order # 06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser	Or	iginal Date / Revision	

Spots/

Democratic Senatorial Ca

*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					···
Week: 10/29/12	11/04/12	1	1	\$450.00					
Week: 11/05/12	11/11/12	1	1	\$450.00					

\$312,450.00 Totals 347

09/18/12 / 09/18/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	
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CONTRACT



And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order #		
	939457	/ 2		06262067		
Product						
DSCC-IE						
Contract Dates	Estimate #					
10/02/12 - 11/06/12	1533					
<u>Advertiser</u>			Or	iginal Date /	Revision	
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/01/12	/ 10/01/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	Broadcast		Cash	
	Station Account Executive S		Sales Office			
	WISN	Will Hi	ldek	orandt	HRP -Washing	
	Special Hand	ling				
	Demographic					
	Adults 35+					
	IDB#	Advert	iser	Code	Product Code	
	8091	49			53	
	Agency Ref			Advertiser	Ref	

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 2 Week: 10/08/12 10/14/12 -TWTF--\$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 -TWTF--Week: 10/29/12 11/04/12 2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 Start Date End Date Weekdays Spots/Week Rate \$1,600.00 Week: 10/01/12 10/07/12 -TWTF--2 10/14/12 -TWTF--2 Week: 10/08/12 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 10-11am :30 NM The View 14 \$7,000.00 End Date Spots/Week Start Date Weekdays Rate Week: 10/01/12 \$500.00 10/07/12 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 Late News 1030PM 11/02/12 1030p-11p :30 NM 5 \$4,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 End Date Start Date Weekdays 1 American Services Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00

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Contract / Revision Alt Order# 939457 06262067 / 2

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERS	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09		12 THE CHE	W	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02			URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWT F	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/		•		3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$500.00 \$500.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/										
Start Date	End Date	12 DR. OZ <u>Weekdays</u>	Spots/Week	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	<u> 3pois/veek</u> 2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week; 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	/12 11/02/	12 News M-F	5n	5-530pm		-20			4.4	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/	12 11/02/1	12 News M-F	5a	5-6A		:30		NM	4 =	ውድ ባደ ል ልና
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		(NIVI	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				1		

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Print Date 10/01/12

Page 3 of 11



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order # Contract / Revision 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

						Spots/				
*Line Ch Start I	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00				ı		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/	12 11/02/	12 News M-F	6р	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02/	11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/	11/02/1	12 Entertainm	nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
<u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week; 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/	¹ 12 11/02/1	12 Good Mor	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/	11/02/1	12 LIVE WITI	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						. ,
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00				l		
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00				1		
18 WISN 10/26/	12 10/26/1	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08/	11/05/1	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				ŀ		, , ,
Week: 10/08/12	10/14/12	1	1	\$5,000.00				- 1		
Week: 10/15/12	10/21/12	1	1	\$5,000.00				1		
Week: 10/22/12	10/28/12	1	1	\$5,000.00				l		
								-		

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1**5**33

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	м :30 <i>\$5,000.00</i>	NM	
See MG 19.6			1	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
(H) MG for 19.3 10/22	05 000 00			
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/22/12 10/28/12 1 1	<u>Rate</u>			
Spot Ch Date Range Description	\$4,000.00 Start/End Time	Weekdays Length Rate	Туре	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited Castle	101011 5-10p	· .50 ψ -γ,500.00	/*///	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		Ψ0,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/08/12 10/14/121- 1	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$500.00 \$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00 \$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
		.20		222222
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30	NM 4	\$800.00
Week; 10/08/12 10/14/121- 1	\$200.00			
Week; 10/15/12 10/21/121- 1	\$200.00		i	
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate			40,000.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate		l	
Week: 10/01/12	\$600.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00 \$600.00			
VVECK, 10/13/12 10/21/121-	\$000.00		I	

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/01/12 / 10/01/12

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20			· · · · · · · · · · · · · · · · · · ·	630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			-	41,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	1 1 /04/12	1-	1	\$500.00						
28 WISN 10/13	/12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06			College Footbal			:30		NM	3	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/07/12	1-	Ó	\$0,00						
Week: 10/15/12	10/14/12	2-	2	\$1,000,00						
30 WISN 10/13				7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	7	\$1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00				- 1		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00				l		
Week; 10/15/12 Week; 10/22/12	10/21/12 10/28/12	1 1	1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
			CIL 1020DM			120		NIN/	4	#2 800 00
32 WISN 10/14 Start Date	/12 11/04/ ⁻ End Date	Weekdays	SU 1030PM Spots/Week	1030p-11p Rate		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	<u> </u>	\$950.00				l		
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	/12 11/04/	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1 1	1	\$200.00						
Week: 10/15/12	10/21/12	1 1	1	\$200.00 \$200.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$200.00						
			700			.00			_	00 500 00
34 WISN 10/07 Start Date	/12 11/04/ End Date	12 News Sun Weekdays	530pm Spots/Week	530-6p Rate		:30		NM	5	\$2,500.00
Week; 10/01/12	10/07/12	<u>vveekdays</u> 1	<u> </u>	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00				l		
Week: 10/22/12	10/28/12	1	1	\$500.00						

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spot	s/			
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Wee	k Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						, , ,
35 WISN 10/07	/12 11/04/	12 Sun GMA	•	6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				l		
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	. 1	\$400.00						
36 WISN 10/21.				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date	Weekdays 1	Spots/Week	Rate						
	10/21/12		1	\$2,500.00					_	
37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14	/12 11/04/	12 This Week	With George St	eo930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					_	+2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	11	\$1,000.00						
39 WISN 10/09		12 DanceResi		Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ı		
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12 10/28/12	1	0 1	\$0.00						
Week: 10/22/12		-1	<u> </u>	\$5,000.00						
N 40 WISN 10/02	/12 10/09/ End Date		Spots/Week	Tue 8-9p		:30		NM	2	\$5,000.00
Start Date Week: 10/01/12	10/07/12	<u>Weekdays</u> -1	Spots/vveek 1	<u>Rate</u> \$2,500.00						
	ite Range	Descriptio	•	Start/End Time	Weekda	ys <u>Length</u>	Rate	<u>Туре</u>		
1 WISN 10			_	Tue 8-9p	-Tu		\$2,500.00	NM		
See MG 4				•						
3 WISN 10	/01/12-10/07	7/12 DWTS Re	sults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
MG for 40.										
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02				Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-1	1 0	\$2,200.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-1	U 1	\$0.00 \$2,200.00				l		
	ate Range	Descriptio		Start/End Time	Weekda	ys Length	Pate	Туре		
		//12 PrivatePra		Tue 9-10p	-Tu		<u>Rate</u> \$2.200.00	NM NM		
Credited		* * T I I MOTOL IS	101100	140 0-10p	, u = = =	.50	φ ε,εσσ.σσ	1 4141		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00				ł		

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Contract / Revision Alt Order# 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
42 WISN 10/16/12 10/30/12 HappyEnd Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1 Spot Ch Date Range Description 1 W/SN 10/15/12-10/21/12 HappyEnd	Tue 8-9p Rate \$3,000.00 Start/End Time Tue 8-9p	:30 <u>Weekdays Length Rate</u> -Tu :30 \$3,000.00	NM 2 <u>Type</u> NM	\$6,000.00
Credited Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00	130 \$0,000,00		
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date	230p-6p <u>Rate</u> \$7,000.00	:30	NM 1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM 2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM 2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	N M 1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM 1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00	:30	NM 4	\$6,400.00
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00	:30	NM 4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	10-11am <u>Rate</u> \$500.00	:30	N M 1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM 4	\$900.00
52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> \$500.00 \$500.00	:30	NM 2	\$1,000.00
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM 1	\$500.00

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Contract / Revision Alt Order# 939457 06262067 / 2 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1- -	Spots/Week	Rate						
Week: 11/05/12	11/11/12	1	1	\$600.00 \$600.00						
55 WISN 10/15			r_			^^				
Start Date	/12 11/05/ End Date	12 News M-F Weekdavs	Spots/Week	5-530pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- -	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00 \$350.00						
57 WISN 10/08			C-						_	
Start Date	/12 11/05/ ⁻ End Date	Weekdays	Spots/Week	6-630pm Rate		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$1,200.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,200.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15		12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,000.00						
Week: 10/22/12	11/04/12	1	1	\$1,000.00 \$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06		12 News M-F	62	6-7A		:30		N 15 4		64 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22	/12 11/05/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					Ŭ	42,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00				ŀ		
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08 Start Date			-	7-9a		:30		NM	5	\$5,000.00
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06		12 Good Morr	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				l		

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	Contract / Revision	Alt Order#
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	Or	riginal Date / Revision

Snots/

Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
63 WISN 10/15	5/12 11/05/	12 LIVE WITH	H KELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00				ı		
Week: 11/05/12	11/11/12	1	1	\$450.00						
						Total			347	\$312 450 00

\$312,450,00 lotals

10/01/12 / 10/01/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	
_		



(414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 1 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision Advertiser Democratic Senatorial Campaign Committee 10/03/12 / 10/03/12

Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Snots/

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02/		12 General He	•	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				ı		, ,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00				1		
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02/	'12 11/02/	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				- 1		, , , , , , , , , ,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week; 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week; 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/				1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate				l		
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/		I2 Nightline		11p-1130p		:30		NM	8	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by slation. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

						Spots/				
		ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						-
Week: 10/13/12	10/21/12	-TWTF	2 2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00 \$750.00						
6 WISN 10/02	*****		N COOPER	M-F 11A-12P	•	.00		N12.4		
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/			V	12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate						•
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2 2	\$300.00						
Week: 10/13/12	10/21/12	-TWTF	2	\$300.00 \$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/				M-F 2-3P		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate				ŀ		
Week::10/08/12	10/07/12	-TWTF	2 2	\$500.00 \$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/	12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	ee 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$600.00				i		
***************************************	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/		2 News M-F 5		5-530pm		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/	12 11/02/1	2 News M-F 5	ia .	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1.4141	10	φυ, ∠ 00.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	inote	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate			- 1000	.,,,,,,	poto	Anodia
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	6р	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						4.01000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02			6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	· · · · · · · · · · · · · · · · · · ·	12 Entertainm	ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ing America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	3	\$1,000.00						
	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/				9-10am		:30		MM	14	\$6,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$450.00						
	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3	\$450.00						
			4	\$450.00						
18 WISN 10/26/				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u>						
	****		I	\$3,000.00						
19 WISN 10/08/			0	Prime Other		:30		NM	5	\$25,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>				1		
Week: 10/15/12		1	1	\$5,000.00						
Week: 10/13/12	10/21/12 10/28/12	1	1 4	\$5,000.00 \$5,000.00						
WEER. IUIZZIIZ	10120112	<u>.</u>	1	\$5,000.00				- 1		

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Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1**5**33

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time		Type S ₁	oots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ty</u> pe		
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	M:30 \$5,00 0.00	NM		
See MG 19.6			1		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: :30 \$5,000.00	NM		
₩ MG for 19.3 10/22					
Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate			·	Ψ1,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM		
Credited 12/2014					
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				. = , = = = = =
Week: 10/01/12 10/07/121 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12	\$600.00				
	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				,
Week: 10/08/12 10/14/121- 1	\$6,500.00				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate				•
341 1 4000000	\$500.00				
SAL 1 AND MAIN	\$500.00		1		
Week: 10/21/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$500.00		- 1		
101 1 10100110	\$500.00				
	\$500.00				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate				
•	\$200.00				
181	\$200.00				
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$200.00				
	\$200.00				
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	Rate				
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$700.00				
Week: 10/15/12 10/21/121- 1	\$700.00				
Week: 10/13/12 10/21/121- 1	\$700.00				
Week: 10/29/12 11/04/121- 1	\$700.00				
	\$700.00				
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	Rate				
Week: 10/08/12 10/07/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
770016 10/10/12 10/21/12I	\$600.00		Į.		

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Hearst Television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or elhnicity.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE

1533 **Advertiser** Original Date / Revision

Democratic Senatorial Ca 10/03/12 / 10/03/12

*! t Ob Ot 1				_		Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> - 1-	Spots/Week 1	Rate #600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00 \$600.00				l		
27 WISN 10/20				630p-7p		.20	·····		_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00				1		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1 -	1	\$500.00						
28 WISN 10/13				630-7p	•	:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate						, _ ,
Week: 10/15/12	10/14/12		1 0	\$1,000.00 \$0.00						
Week: 10/22/12	10/28/12	1 -	1	\$1,000.00						
29 WISN 10/06			College Footbal			.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12	-	0	\$0.00				Ī		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13			′-9a	7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						4.,000.00
Week: 10/05/12	10/14/12 10/21/12	1 - 1-	1	\$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	- -1-	i	\$450.00						
31 WISN 10/07/		12 Late News	•	10p-1030p		:30		NM	_	***
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	5	\$8,000.00
Week: 10/01/12	10/07/12	 1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	 -1 1	1	\$1,600.00				- 1		
32 WISN 10/14/			0114000014	\$1,600.00						
Start Date	End Date	2 Late News Weekdays	SU 1030PM Spots/Week	1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	<u> </u>	<u>Rate</u> \$950,00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/				458-6AM		:30		NM	4	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate				l		,
Week: 10/05/12 Week: 10/15/12	10/14/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00 \$200.00				1		
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun 5	30pm	530-6p	· · · · · · · · · · · · · · · · · · ·	:30		NM	5	\$3 E00 00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>		,00		INIVI	5	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00				- 1		
Week: 10/08/12	10/14/12	1	1	\$500.00				- 1		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$500.00				- 1		
1100M 10/22/12	10/20/12	- 1	1	\$500.00				1		

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Advertiser Original Date / Revision Democratic Senatorial Ca 10/03/12 / 10/03/12

*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Davs	Spo Length We		T		
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length We	ek Rate	TypeS	pots	Amount
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30	***************************************	NM	5	\$2,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	3	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	 1	1	\$400.00						
Week: 10/15/12	10/21/12	 1	1	\$400.00						
Week: 10/22/12	10/28/12	 -1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21				Sun 7-8p		:30		NM	1	\$2,500.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u>				1		
*****				\$2,500.00						
37 WISN 10/07 Start Date			_	7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				Ī		
Week: 10/15/12	10/21/12	1	i i	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14			With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,-
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	 1	1	\$1,000.00						
Week: 10/13/12	10/21/12		0	\$0.00				İ		
Week: 10/29/12	11/04/12	- 1	1	\$0.00 \$1,000.00						
39 WISN 10/09/			I	·········						
Start Date	/12 10/23/1 End Date	2 DanceResu <u>Weekdays</u>	ns Spots/Week	Tue 7-8p		:30		NM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	<u>3pots/vveek</u> 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12		o o	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/	12 10/09/1	2 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00				- 1		
	<u>te Range</u>	<u>Description</u>		Start/End Time	Weekday	<u>/s Length</u>	Rate	Type		
1 WISN 10.		/12 HappyEnd		Tue 8-9p	- Tu	:30	\$ 2,500.00	NM		
See MG 40		· · · · · · · · · · · · · · · · · · ·						İ		
3 WISN 10		12 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
4 WISN 10		12 DWTS		T., 7 0.	-	••	** *** **			
⊕ MG for 40.		12 DWIG		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02/	12 10/30/1	2 PrivatePract	ice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	Ψ1,400.00
Week: 10/01/12	10/07/12	- 1	1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1 	1	\$2,200.00				į		
	te Range (45/42-40/04/	Description	4'	Start/End Time	<u>Weekday</u>		Rate	<u>Түре</u>		
2 VVISIV 10/ Credited	15/12-10/21/	12 PrivatePrac	tice	Tue 9-10p	-Tu	: :30	\$2,200.00	NM		
Week: 10/22/12	10/28/12		0	\$0.00						
· · · · <u>-</u>	··- ··-		•	Ψ0.00				ı		

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

*Line Ch Start Date End Date Descrip	tion	Start/End Time	Spots/ Days Length Week Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 -1	Spots/Week 1	<u>Rate</u> \$2,200.00			·	
42 WISN 10/16/12 10/30/12 HappyEi Start Date End Date Weekdays Week: 10/15/12 10/21/12 -1 Spot Ch Date Range Descrip 1 WISN 10/15/12-10/21/12 HappyE	Spots/Week 1 tion	Tue 8-9p <u>Rate</u> \$3,000.00 <u>Start/End Time</u> <i>Tue 8-9p</i>	:30 <u>Weekdays Length Rate</u> -Tu :30 \$3,000,00	NM <u>Type</u> <i>NM</i>	2	\$6,000.00
Credited Week: 10/22/12 10/28/12 -1 Week: 10/29/12 11/04/12 -1	1 1	\$3,000.00 \$3,000.00				
43 WISN 10/27/12 10/27/12 College <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/121	Spots/Week 1	230p-6p <u>Rate</u> \$7,000.00	:30	NM	1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prir <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/122-	ne College Footbal <u>Spots/Week</u> 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM	2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-93 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/122	Spots/Week 2	9-930A <u>Rate</u> \$225.00	:30	NM	2	\$450.00
46 WISN 10/22/12 10/22/12 General Start Date End Date Weekdays Week: 10/22/12 10/28/12 1	Hospital <u>Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00
47 WISN 11/06/12 11/06/12 General <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 11/05/12 11/11/12 -1	Hospital <u>Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00
48 WISN 10/15/12 11/05/12 Late Nev Start Date End Date Weekdays Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	vs 10PM Spots/Week 1 1 1 1	10-1030p Rate \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00	:30	NM	4	\$6,400.00
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	Spots/Week 1 1 1 1	10-11am Rate \$500.00 \$500.00 \$500.00 \$500.00	:30	NM	4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View Start Date End Date Weekdays Week: 11/05/12 11/11/12 -1	/ <u>Spots∕Week</u> 1	10-11am <u>Rate</u> \$500.00	:30	NM	1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERS Start Date End Date Weekdays Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	ON COOPER Spots/Week 1 1 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM	4	\$900.00
52 WISN 10/29/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 1	Spots/Week 1	3-4p <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00

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Contract / Revision Alt Order# 939457 / 3 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1	Rate						
53 WISN 11/06			I	\$500.00						
Start Date	End Date	12 3-4p <u>Weekdays</u>	Spots/Week	3-4p <u>Rate</u>		:30		NM	1	\$500.00
Week; 11/05/12	11/11/12	- 1	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate				''''	_	Ψ1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00				İ		
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15, Start Date			•	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	i	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				l		
56 WISN 10/15/	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	Ψ1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00				1		
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$350.00						
				\$350.00						
57 WISN 10/08/ Start Date	/12 11/05/1 <u>End Date</u>	12 News M-F Weekdays	6p Spots/Week	6-630pm		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1 1	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week; 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/		2 News M-F		6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$1,000.00 \$1,000.00				i		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/	12 11/06/1	2 News M-F	6a	6-7A	***************************************	:30		315.4	4	04 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	- 1	1	\$1,000.00						
60 WISN 10/22/	12 11/05/1	2 Entertainm	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						4= 000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1 1	\$850.00						
61 WISN 10/08/				\$850.00						
Start Date	12 11/05/1 End Date	Weekdays	ning America Spots/Week	7-9a Pate		:30		NM	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				į		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						

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Contract / Revision Alt Order# 06262067 939457 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
· · · · · · · · · · · · · · · · · · ·	oots/Week <u>Rate</u>				
62 WISN 11/06/12 11/06/12 Good Morning A		:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sr</u> Week: 11/05/12 11/11/12 -1	oots/Week Rate				
	1 \$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KEL Start Date End Date Weekdays Sp		:30	NM	4	\$1,B00.00
Week: 10/15/12 10/21/12 1	oots/Week <u>Rate</u> 1 \$450.00				
Week: 10/22/12 10/28/12 1	1 \$450.00				
Week: 10/29/12 11/04/12 1	1 \$450.00				
Week: 11/05/12 11/11/12 1	1 \$450.00				
N 64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Sr	oots/Week Rate	.05	1 4131	•	Ψ1,000.00
Week: 10/01/12 10/07/12S-	1 \$1,000.00				
N 65 WISN 10/06/12 10/06/12 BIG 12 BadgerP	ost 630-7p, 6-630p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Sr	oots/Week Rate				,
Week: 10/01/12 10/07/125-	1 \$1,500.00				
N 66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/01/12 10/07/12T	oots/Week Rate				
4****	1 \$3,000.00				
N 67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Sp	5-6A	:30	MM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/01/12 10/07/12TF	oots/Week <u>Rate</u> 1 \$350.00				
N 68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	-20	h 10.4		
	oots/Week Rate	:30	NM	1	\$250.00
Week: 10/01/12 10/07/12S-	1 \$250.00				
N 69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
Start Date End Date Weekdays Sp	oots/Week Rate	.00	1.4101		\$200.00
Week: 10/01/12 10/07/12S	1 \$200.00				
N 70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
	oots/Week Rate			_	4500.00
Week: 10/01/12 10/07/12TF	2 \$400.00				
N 71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
	oots/Week Rate				
	1 \$1,500.00				
N 72 WISN 10/06/12 10/06/12 INSIDE THE HU		i :30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/01/12 10/07/12S-	oots/Week <u>Rate</u> 1 \$250.00				
77001. 10/01/12 10/01/12 -3-	1 \$230.00				

357 Totals \$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount			
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00			
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00			
Totals	357	\$321,300.00	\$273,105.00			

Signature: Date:	
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Print Date 10/03/12



Contract / Rev	<u>/ision</u>	Alt Order #			
939457	/ 3	06262067			
Product		Estimate #			
DSCC-IE		1533			
	9	Original Date / Revision			
Ca	10/03/12 / 10/03/12				
	939457 Product DSCC-IE	Product DSCC-IE			

CONTRACT

Contract Agreement Between: www.wisn.com

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/04/12 / 10/04/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots **Amount** WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000,00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTE--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTE--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 -TWTF--10/14/12 1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 1 Week: 10/08/12 10/14/12 -TWTF--\$750.00

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$750.00						
	10/28/12	-TWTF -TWTF	2	\$750.00						
Week: 10/29/12	11/04/12		2	\$750.00						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$225.00						
Week: 10/15/12	10/14/12	-TWTF	2 3	\$225.00 \$225.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09				12P-1P		:30	***************************************	NIN A		00 100 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/ ⁻	12 KATIE CO	URIC	M-F 2-3P	***************************************	:30		NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			10	Φ4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	· - · · · · ·	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				ŀ		,
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$500.00						
· · · · · · · · · · · · · · · · · · ·	····	-TWTF	2	\$500.00						
10 WISN 10/02				4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$600.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/13/12	10/21/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00				1		
11 WISN 10/02/				5-530pm		:30		NINA	4.4	044 044 44
Start Date	=	Weekdays	Spots/Week	Rate		.30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02	/12 11/02/1	2 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		· - -			10	\$5 ₁ 250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

*I.'. Ol Ol (D . = 1-			_		Spots/				
*Line Ch Start		•		Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF 	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	3 4	\$350.00 \$350.00				1		

13 WISN 10/02 Start Date	1/12 11/02/ End Date	'12 News M-F Weekdavs	Spots/Week	6-630pm		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$1,200.00				1		
Week: 10/08/12	10/14/12	-TWT#	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				ı		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00				ı		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00				- 1		
14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	E4E 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IAIAI	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	~TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00				- 1		
15 WISN 10/02	/12 11/02/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						4.0,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWT#	2	\$850.00						
	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$850.00						
		-TWTF	3	\$850.00						
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/	/12 11/02/	12 LIVE WITH		9-10am		:30		N18.4	4.4	00 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				- 1		
Week: 10/08/12	10/14/12	-TWT#	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	- TWTF	3	\$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/		12 2020		Fri 9-10p		:30	***************************************	NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	40,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08/				Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				- 1		. ,
Week: 10/08/12	10/14/12	1	1	\$5,000.00				- 1		
Week: 10/15/12	10/21/12	1	1	\$5,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$5,000.00						

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Contract / Revision Alt Order# 939457 06262067 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u>	Original Date / Revision						
Democratic Senatorial Ca	10/04/12 / 10/04/12						

Start Date Shot Date Shot Date Shot Mark Shot Date Sho	*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Spot Length Wee		TypeS	pots	Amount
See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.6 See MG 19.8					<u>Rate</u>						
See MG 19.6 6 WISH 10/22/12 10/22/12 Dancing G MG for 19.3 10/22 Week: 10/22/12 11/04/12 1											
6 WISN 10/22/12 10/24/12 1 1			/12 Dancing		Prime Other	M	:30	\$5,000.00	NM		
Week 10/05/12 11/14/12 1 1 \$5,000.00 \$5,000.00 \$1 \$4,000.00 \$1 \$4,000.00 \$1 \$2,000.00 \$1 \$3,000.00			/12 Donoino		Man 7.0a		20	AT 000 00			
Week: 10/29/12 11/04/12 1 1 \$5,000.00	_		712 Dancing		ivion 7-8p	M	:30	\$5,000.00	NM		
Week: 10/02/12 10/	-		1	1	\$5,000,00						
20 WISN 10/22/12 10/29/12 Castle Start Date End Date Shorts/Week Start Date End Date Shorts/Week			-								
Siart Date End Date Meekdays Spois/Week Rate St.	***************************************		12 Caetle	-	**		.00	***************************************			
Solic Date Range Description Start/End Time Weekdays Lenoth Rate Type Although Start/End Time Weekdays Lenoth Rate Type Although Although Start/End Time Weekdays Start/End Time Start/End Time Weekdays Start/End Time				Snots/Meek	· ·		:30		NM	1	\$4,000.00
Second Date Range Description Week Week Week 10/29/12 11/04/12 1 1 \$4,000.00											
1 W/SN 10/02/12-10/28/12 11/04/12 1 1	Spot Ch Da	te Range	Description		·	Weekday	s Length	Rate	Type		
Versit 10/29/12 11/03/12 Late New Sa 10pm 10-1035p :30 NM 5 \$3,000.00	1 WISN 10	/22/12-10/28	/12 Castle			M					
21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p Rate Start Date End Date Weekdays SpotsWeek Rate Section Sect											
Start Date End Date Weekdays Spots/Week Rate Section	Week: 10/29/12	11/04/12	1	1	\$4,000.00						
Signt Date End Date Weekdays Spots/Week Rate Section	21 WISN 10/06	/12 11/03/ ⁻	12 Late News 9	Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
Week: 10/08/12 10/14/121 1 \$600.00				Spots/Week						-	1-10-0.00
Week: 10/15/12 10/21/12 1- 1 \$600.00 Week: 10/22/12 10/28/12 1- 1 \$600.00 N 22 Wish 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6,500.00 Start Date Meek: 10/08/12 End Date Meek asy Spots/Week Rate \$6,500.00 \$6,500.00 NM 1 \$6,500.00 Spot Ch Date Range Description Start/End Time 230p-6p Weekdays Length Rate Type N/M Type N/M 4 WISN 10/06/12-10/06/12 College Football Game #2 230p-6p sa- :30 \$6,500.00 NM 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6p sa- :30 \$6,500.00 NM 33 WISN 10/06/12-10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$2,500.00 Week: 10/07/12 Indicate Type Type Type Type Type Type Type Typ			_	1							
Week: 10/22/12 10/28/12 1 1 \$500.00			-	1							
Week: 10/29/12 11/04/12 1 1 \$600.00 N 22 WISN 10/13/12 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6,500.00 Start Date End Date Weekdays Description Start/End Time S6,500.00 Start/End Time S6,500.00 Start/End Time S6,500.00 Start/End Time S6,500.00 Start/End Time S6,500.00 Start/End Time S6,500.00 Start/End Time S6,500.00 Start/End Time S6,500.00 Start/End Time S6,500.00 S6,500.00 NM S6,500.00 NM S6,500.00 NM S6,500.00 S6,500.00 NM S6,500.00 S6,500.00 S6,500.00 NM S6,500.00			-	1							
N 22 WISN 10/13/12 10/13/12 10/13/12 College Football Game #2 Start Date End Date Week 10/13/12 10/14/12 10/			-	1							
Start Date End Date Online College Football BADGER Spots/Week 10/08/12 10/14/12 Online College Football BADGER Section Start/End Time Weekdays Length Rate Type Section Start/End Time Section Section Start/End Time Section Start/End Time Section Section Start/End Time Section Section Section Section Start/End Time Section											
New Not							:30		NM	1	\$6,500.00
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 W/SN 10/08/12-10/14/12 College Football Game #2 230p-6p											
1 W/SN 10/08/12-10/14/12 College Football Game #2 230p-6p				•		Maakday	e lenoth	Pata	Tymo		
See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6p sasasasasasasasasasasasasa											
⊕ MG for 22.1 10/13 MG for 22.1 10/13 Start Date 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$2,500.00 Start Date Veek: 10/07/12 bright 10/07/12 End Date Veek(days Week(days Spots/Week Spots/Week Rate S500.00 NM 5 \$2,500.00 Week: 10/08/12 10/04/121- 1 \$500.00 1 \$5					2 ++p op		.50	Ψ0,000.00	14147		
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Start Date End Date Weekdays Spots/Week Rate Spots/Week 10/01/12 10/07/12 1 1 \$500.00	MG for 22.	1 10/13									
Start Date End Date Weekdays Spots/Week Spots Spot	23 WISN 10/06/	/12 11/03/	l 2 News Sa 6p	-630p	6-630pm		:30		NM	5	\$2 500 00
Week: 10/08/12 10/14/12 1- 1 \$500.00 Week: 10/15/12 10/21/12 1- 1 \$500.00 Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM 4 \$800.00 Start Date Week: 10/08/12 End Date 10/14/12 Weekdays Spots/Week 200.00 Rate 200.00 NM 5 \$800.00 Week: 10/22/12 10/28/12 1- 1 \$200.00 NM 5 \$3,500.00 25 WISN 10/06/12 11/03/12 Nws Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Start Date Week: 10/07/12 End Date Weekdays Spots/Week Nets Rate Nets Rate Nets NM 5 \$3,500.00 Week: 10/08/12 10/14/12 1- 1 \$700.00 NM 5 \$3,500.00 Week: 10/15/12 10/21/12 1- 1 \$700.00 NM 5 \$3,500.00 Week: 10/15/12 10/14/12				Spots/Week	<u>Rate</u>					•	42,000.00
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Week: 10/15/12 10/21/12 1- 1 \$200.00 Week: 10/22/12 10/28/12 1- 1 \$200.00 Week: 10/29/12 11/04/12 1- 1 \$200.00 25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Start Date Neek: 10/01/12 End Date Neekdays Spots/Week Neek Rate S700.00 Week: 10/08/12 10/14/12 1- 1 \$700.00 Week: 10/15/12 10/21/12 1- 1 \$700.00 Week: 10/22/12 10/28/12 1- 1 \$700.00											
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	Week: 10/29/12	11/04/12	 1-	1	\$700.00						

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 / 4

Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

this of our pr	5.15. 15			_	Spots/				
*Line Ch Start Date			Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date En</u> 26 WISN 10/06/12	d Date Weekd 11/03/12 Sat	<u>ays Spots/Week</u> GMA	Rate					_	
	d Date <u>Weekd</u>		6-7a Rate		:30		NM	5	\$3,000.00
Week: 10/01/12 10/	07/12:		\$600.00						
	/14/12:	1- 1	\$600.00						
	/21/12	- ·	\$600.00						
	28/121		\$600.00				ŀ		
	04/12		\$600.00						
27 WISN 10/20/12		330-7p	630p-7p		:30		NM	2	\$1,000.00
	<u>d Date</u> <u>Weekd</u> 21/12		<u>Rate</u> \$500.00						
	/28/12 	O	\$0.00						
	04/12		\$500.00						
28 WISN 10/13/12	10/27/12 Sat 6	330-7p	630-7p		:30		NM	2	\$2,000.00
	d Date Weekd	•	Rate		.00		,,,,,,,	2	\$2,000.00
	14/12	-	\$1,000.00						
	21/12	- 0	\$0.00						
	28/12		\$1,000.00						
29 WISN 10/06/12		Prime College Footbal	·		:30		NM	3	\$3,000.00
	<u>d Date</u> <u>Weekd:</u> 07/121		<u>Rate</u> \$1,000.00				ı		
==	14/12	· - 0	\$0.00						
	21/12		\$1,000.00						
30 WISN 10/13/12	11/03/12 New	s Sat 7-9a	7-9am		:30		NM	4	\$1,800.00
	d Date Weekda	sys Spots/Week	Rate				'''''	7	Ψ1,000.00
	14/121	•	\$450.00						
	21/121	-	\$450.00						
	28/121 04/12 - 1	•	\$450.00						
			\$450.00						
	11/04/12 Late Date Weekda	News 10pm avs Spots/Week	10p-1030p Rate		:30		NM	5	\$8,000.00
	07/12		\$1,600.00						
Week: 10/08/12 10/	14/12	1 1	\$1,600.00						
	21/12	1 1	\$1,600.00						
	28/12 		\$1,600.00						
	04/12		\$1,600.00						
		News SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
	<u>Date</u> <u>Weekda</u> 14/12		Rate						
	21/12	-	\$950.00 \$950.00						
	28/12 		\$950.00						
	04/12	-	\$950.00						
	11/04/12 Su 4	58-6a	458-6AM		:30		NM	4	900 00
Start Date End	Date Weekda		Rate		.00		LAIM	4	\$800.00
	14/12		\$200.00						
	21/12 -		\$200.00						
	28/12		\$200.00						
	04/12	<u> </u>	\$200.00						
34 WISN 10/07/12	11/04/12 News	s Sun 530pm	530-6p		:30		NM	5	\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

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*Line Ch Start Date	End Da	te Description	1	Start/End Time	Days	Length Wee		TypeS	pots	Amount
	d Date	Weekdays	Spots/Week	Rate				1 "		
	07/12	1	1	\$500.00						
	'14/12 '21/12	1	1	\$500.00						
		1	1	\$500.00						
. –	'28/12 '04/12	1 1	1	\$500.00						
			l	\$500.00						
	11/04/12			6-7a		:30		NM	5	\$2,000.00
	d Date	Weekdays 1	Spots/Week	Rate						
	'07/12 '14/12	1	1	\$400.00						
	21/12	1	1	\$400.00						
	28/12	1	1	\$400.00 \$400.00						
	04/12	1	1	\$400.00						
			Į.							
36 WISN 10/21/12 Start Date End	10/21/12	? Once <u>Weekdays</u>	Constantinale	Sun 7-8p		:30		NM	1	\$2,500.00
	<u>d Date</u> 21/12	1	Spots/Week 1	<u>Rate</u> \$2,500.00						
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	11/04/12 d Date	? News Sun 7 Weekdays		7-9am		:30		NM	5	\$2,000.00
	07/12	1	Spots/Week 1	<u>Rate</u> \$400.00						
	14/12	1	1	\$400.00						
= ::::	21/12	1	1	\$400.00				ļ		
=	28/12	1	1	\$400.00						
	04/12	1	1	\$400.00						
38 WISN 10/14/12	11/04/12	This Week \	Nith George Ste			:30		NM	_	£0.000.00
	d Date	Weekdays	Spots/Week	Rate		.50		IAIAI	2	\$2,000.00
	14/12	1	1	\$1,000.00						
Week: 10/15/12 10/3	21/12		0	\$0.00						
Week: 10/22/12 10/2	28/12		0	\$0.00				1		
Week: 10/29/12 11/0	04/12	1	1	\$1,000.00						
39 WISN 10/09/12	10/23/12	DanceResu	ts	Tue 7-8p		:30		NM	2	\$10,000.00
	d Date	Weekdays	Spots/Week	Rate		.00			2	\$10,000.00
Week: 10/08/12 10/	14/12	-1	1	\$5,000.00						
Week: 10/15/12 10/2	21/12		0	\$0.00						
Week: 10/22/12 10/2	28/12	-1	1	\$5,000.00						
40 WISN 10/02/12	10/09/12	. HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
	d Date	<u>Weekdays</u>	Spots/Week	Rate		.54		'''''	_	Ψ0,000.00
	07/12	-1	1	\$2,500.00						
Spot Ch Date Ra		<u>Description</u>		Start/End Time	<u>Weekda</u>	<u>ys</u> <u>Length</u>	<u>Rate</u>	<u>Type</u>		
1 WISN 10/01/11	2-10/07/1	2 HappyEnd		Tue 8-9p	-Tu	:30	\$ 2,500.00	NM		
See MG 40.3										
3 WISN 10/01/1	2-10/07/1	2 DWTS Res	ults	Tue 8-9p	- Tu	:30	\$2,500.00	NM		
	2 40 02 14	a DIACTO		T 7.0						
4 WISN 10/01/1:		2 DWIS		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
	02 14/12	-1	1	£2 £00 00						
				\$2,500.00						
		PrivatePract	_	Tue 9-10p		:30		NM	2	\$4,400.00
	<u>d Date</u> 07/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2, 2 00.00						
	- / / · -	_	ı	Ψ2,200.00				í		

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10/04/12 / 10/04/12



Contract / Revision Alt Order# 939457 / 4 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

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						Spot	ts/			
*Line Ch Start Da			1	Start/End Time	Days	Length Wee		TypeS	pots	Amount
Start Date E		Weekdays	Spots/Week	<u>Rate</u>						
	Range	Description		Start/End Time	<u>Weekday</u>		<u>Rate</u>	<u>Type</u>		
		12 PrivatePrac	tice	Tue 9-10p	-Tu	:30	\$2,200.00	NM		
See <i>MG 41.4</i> 4 WISN 10/01		10 Canadai		Th 0.40						
⊕ MG for 41.1 1		12 Scandar		Thu 9-10p	- -Th-	:30	\$2,200.00	NM		
-	10/14/12		0	\$0.00						
	10/21/12	-1	1	\$2,200.00						
Spot Ch Date	Range	Description	•	Start/End Time	Weekday	s Length	Rate	Туре		
2 WISN 10/15	5/12-10/21/	12 PrivatePrac	tice	Tue 9-10p	-Tu		\$2,200.00	NM		
Credited				•			-,	,,,,,,		
	10/28/12		0	\$0.00						
Week: 10/29/12 1	1/04/12	-1	1	\$2,200.00						
42 WISN 10/16/12		2 HappyEnd		Tue 8-9p		:30		NM	2	\$6,000.00
Start Date E		<u>Weekdays</u>	Spots/Week	<u>Rate</u>		_			-	ψο,οοο.οο
	0/21/12	-1	1	\$3,000.00						
	Range	Description			<u>Weekday</u>		<u>Rate</u>	<u> Type</u>		
1 WISN 10/15 Credited	V12-10/21/	12 HappyEnd		Tue 8-9p	-Tu	:30	\$3,000.00	NM		
	0/28/12	-1	1	\$3,000.00						
	1/04/12	-1	1	\$3,000.00						
43 WISN 10/27/12 Start Date E		<u>Weekdays</u>	Spots/Week			:30		NM	1	\$7,000.00
	0/28/12	1-	1	<u>Rate</u> \$7,000.00				- 1		
44 WISN 11/03/12	11/03/12	ABC Prime (College Footbal			:30		313.4	_	
		Weekdays	Spots/Week	Rate		.50		NM	2	\$2,600.00
Week: 10/29/12 1	1/04/12	2-	2	\$1,300.00						
45 WISN 10/28/12	10/28/12	Sun 9-930A		9-930A		:30		MM	2	\$450.00
Start Date E		<u>Weekdays</u>	Spots/Week	Rate				1 1101	_	Φ450.00
~	0/28/12	- 2	2	\$225.00						
46 WISN 10/22/12				2-3pm/1-2p		:30		NM	1	\$350.00
	nd Date	Weekdays		Rate					·	4000.00
Name - Control of the	0/28/12	1	1	\$350.00						
47 WISN 11/06/12				2-3pm/1-2p		:30		NM	1	\$350.00
		Weekdays	Spots/Week	Rate						
	1/11/12	-1	1	\$350.00						
48 WISN 10/15/12				10-1030p		:30		MM	4	\$6,400.00
<u>Start Date</u> <u>E</u> Week: 10/15/12 10	nd <u>Date</u> 0/21/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,600.00						
181 (46166146 4.	0/21/12	1	1	\$1,600.00 \$1,600.00						
	1/04/12	_ 1	1	\$1,600.00						
	1/11/12	1	1	\$1,600.00						
49 WISN 10/15/12		The View		10-11am		•30		, 12 A	_	00 00
	nd Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$2,000.00
	0/21/12	1	1	\$500.00						
	0/28/12	1	1	\$500.00						
	1/04/12	1	1	\$500.00						
·		1	11	\$500.00						
50 WISN 11/06/12	11/06/12	The View		10-11am		:30		NM	1	\$500.00
									•	+-00.00

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Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

Start Date End Date Weekdays Spots/Week Rate S500.00	*Line Ch Start I	Date End D	ate Descripti	ion	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
Signat Date Spots/Week Spots/Week Spots/Spots Spots/Week Spots/Spots Spo										-	
Start Date End Date Weekdays Spots/Week Week: 10/16/12 10/21/12 1 1 \$225.00		12 11/05/	12 ANDERS	ON COOPER	***************************************		-30		NIM	4	00000
Week: 10/15/12 10/21/12 1							.50		MIM	4	\$900.00
Week: 10/23/12		10/21/12		1							
Week: 11/105/12			1	1	\$225.00				ŀ		
52 WISN 10/29/12 11/05/12 3-4p 3-4p 30 NM 2 \$1,000.0			1	1					l		
Start Date End Date Weekdays Spots/Week 1705/12 11/04/12 1 1 S500.00			1	1	\$225.00						
Week: 10/29/12			•	0	•		:30		NM	2	\$1,000.00
Section Sect					. ——						
Samon Samo			_								
Start Date End Date Til/11/12 Til/						·	.30		NINA	4	CEOO OO
Week: 11/05/12 11/11/12 11/05/12 DR. OZ Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 11/05/12 11/11/12 1 S500.00 S600.00		•	Spots/Week	•		.30		MIM	ı	\$500.00	
Start Date End Date Weekdays Spots/Week Rate S600.00											
Start Date End Date Weekdays Spots/Week Rate \$600.00		12 11/05/	12 DR. OZ		4P-5P	***************************************	:30		NM	2	\$1,200.00
Week: 11/05/12										_	Ψ1,200.00
55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/15/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/15/12 11/11/12 1 1 \$1,000.00 Week: 10/15/12 11/11/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Week: 10/15/12 10/21/12 1 1 \$350.00 Week: 10/29/12 10/28/12 1 1 \$350.00 Week: 10/29/12 11/04/12 1 1 \$350.00 Week: 10/29/12 11/04/12 1 1 \$350.00 Week: 11/05/12 11/11/12 1 1 \$350.00 Week: 10/29/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00 Week: 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00 Week: 10/15/12 10/14/12 1 1 \$1,200.00 Week: 10/15/12 10/14/12 1 1 \$1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$1,200.00 Week: 10/15/12 11/104/12 News M-F 6a 6-7A :30 NM 4 \$4,000.00 Week: 10/15/12 11/105/12 News M-F 6a 6-7A :30 NM 4 \$4,000.00 Week: 10/15/12 11/105/12 News M-F 6a 6-7A :30 NM 4 \$4,000.00 Week: 10/15/12 11/105/12 News M-F 6a 6-7A :30 NM 4 \$4,000.00 Week: 10/15/12 11/105/12 News M-F 6a 6-7A :30 NM 5 Start Date End Date Weekidays Spots/Week Rate			-	•							
Start Date End Date Weekdays Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Week Rate Start Date			· · · · · · · · · · · · · · · · · · ·								
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Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/112 1 1 \$1,000.00 56 WISN 10/15/12 11/15/12 News M-F 5a 5-6A :30 NM 4 \$1,400.00 Start Date End Date Weekdays Spots/Week Rate 350.00 NM 4 \$1,400.00 Week: 10/22/12 10/28/12 1 1 \$350.00 NM 4 \$1,400.00 Week: 11/05/12 11/104/12 1 1 \$350.00 NM 5 \$6,000.00 Week: 11/05/12 11/104/12 1 1 \$350.00 NM 5 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate NM 5 \$6,000.00 Week: 10/15/12 10/28/12 1 1 \$1,200.00 NM 5 \$6,000.00 Week: 11/05/12 11/104/12 1 1 \$1,200.00 NM 4 \$4,000.00 Week:											
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Week: 10/08/12 10/14/12 1 \$1,200.00 Week: 10/15/12 10/21/12 1 \$1,200.00 Week: 10/22/12 10/28/12 1 \$1,200.00 Week: 10/29/12 11/04/12 1 \$1,200.00 Week: 11/05/12 11/11/12 1 \$1,200.00 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Rate				- 1	·		:30		NM	5	\$6,000.00
Week: 10/15/12 10/21/12 1 \$1,200.00 Week: 10/22/12 10/28/12 1 \$1,200.00 Week: 10/29/12 11/04/12 1 \$1,200.00 Week: 11/05/12 11/11/12 1 \$1,200.00 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Rate											
Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$1,200.00 Week: 11/05/12 11/11/12 1 1 \$1,200.00 58 WISN 10/15/12 11/05/12 \ News M-F 6a 6-7A :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate	Week: 10/15/12		1	1							
Week: 11/05/12 11/11/12 1 1 \$1,200.00 58 WISN 10/15/12 11/05/12 \ News M-F 6a 6-7A :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate	Week: 10/22/12	10/28/12	1	1							
58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate	Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Start Date End Date Weekdays Spots/Week Rate	Week: 11/05/12	11/11/12	1	1	\$1,200.00						
Start Date End Date Weekdays Spots/Week Rate					6-7A		:30		NM	4	\$4.000.00
				Spots/Week							4 1,0 00.00
Week: 10/15/12				1							
Week: 10/22/12			_	1							
Week: 10/29/12			_	1	•						
FO MICH 44/00/40 44/00/40 Nove M.5.0							.22				4
59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.00 <u>Start Date </u>							:30		NM	1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1 \$1,000.00											
SO MICH 40/2012 44/051/2 Faladamant Table 200 F	60 WISN 10/22/	12 11/05/1	2 Entertainn	nent Tonioht	······································		·30		NIM	2	¢2 550 00
Start Date End Date Weekdays Spots/Week Rate							.00		14141	3	\$2,550.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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10/04/12 / 10/04/12



72 WISN 10/06/12

Start Date
Week: 10/01/12

10/06/12

End Date

10/07/12

INSIDE THE HUDDLE

<u>Weekdays</u>

----S-

Spots/Week

1

Contract / Revision Alt Order # 939457 / 4 06262067 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

	الع ا	modiatio Schatorial OB		. ,	70 17 12
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$850.00 \$850.00 \$850.00				, and an an an an an an an an an an an an an
61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00	:30	NM	5	\$5,000.00
62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	\$1,000.00 7-9a <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00 \$450.00	:30	NM	4	\$1,800.00
64 WISN 10/06/12 10/06/12 PostBadger Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	PostBadger Rate \$1,000.00	:30	NM	1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00

Democratic Senatorial Ca

INSIDE HUD 1035

Rate

\$250.00

:30

Totals

NM

1

357

\$250.00

\$321,300.00

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	<u>Contract / Revi</u>	sion	Alt Order #
	939457 /	4	06262067
Contract Dates	Product		Estimate #
10/02/12 - 11/06/12	DSCC-IE		1533
Advertiser Democratic Senatoria	I Ca	1	iginal Date / Revision 10/04/12 / 10/04/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature:	Date:	
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Print Date 10/05/12

Page 1 of 12

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Rev	ision/		Alt Order#	
939457	/ 5		06262067	
Estimate #				
1533				
		Ori	ginal Date	/ Revision
ampaign Com	mittee	_1	0/05/12	/ 10/05/12
Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
EOM/EOC	Broado	cast		Cash
Station	Accou	nt E	xecutive	Sales Office
WISN	Will Hi	ldeb	randt	HRP -Washingt
Special Hand	ling			
Demographic				
Adults 35+				
	1			l
1,,,,,				
IDB#	-	iser	Code	Product Code
<u>IDB#</u> 8091	Advert 49	iser	Code	Product Code 53
_	-	iser	Code	
	939457 Estimate # 1533 ampaign Com Billing Cycle EOM/EOC Station WISN Special Hand Demographic	Estimate # 1533 ampaign Committee Billing Cycle Billing EOM/EOC Broado Station Accoul WISN Will Hi Special Handling Demographic	939457 / 5 Estimate # 1533 Impaign Committee 1 Billing Cycle Billing Cale EOM/EOC Broadcast Station Account E WISN Will Hilder Special Handling Demographic	939457 / 5 06262067 Estimate # 1533 Impaign Committee 10/05/12 Billing Cycle Billing Calendar EOM/EOC Broadcast Station Account Executive WISN Will Hildebrandt Special Handling Demographic

Spots/ Type Spots *Line Ch Start Date End Date Description Start/End Time Length Week Rate Amount Days NM \$3,500.00 WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 Start Date Rate End Date Weekdays Spots/Week Week: 10/01/12 2 \$350.00 -TWTF--10/07/12 Week: 10/08/12 10/14/12 -TWIF--2 \$350.00 2 \$350.00 Week: 10/15/12 10/21/12 -TWTF---TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 11/04/12 Week: 10/29/12 \$24,000.00 Late News 10PM 10-1030p :30 NM 15 WISN 10/02/12 11/02/12 Weekdays Spots/Week Rate Start Date End Date \$1,600.00 Week: 10/01/12 10/07/12 -TWTF--2 2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTE--4 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--3 -TWTF--\$1,600.00 Week: 10/22/12 10/28/12 4 \$1,600.00 -TWTF--Week: 10/29/12 11/04/12 NM \$7,000.00 :30 14 WISN 10/02/12 11/02/12 The View 10-11am Spots/Week <u>Weekdays</u> Rate Start Date End Date Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 \$500.00 10/14/12 -TWTF--2 Week: 10/08/12 10/21/12 -TWTF--3 \$500.00 Week: 10/15/12 10/28/12 -TWTF--3 \$500.00 Week: 10/22/12 Week: 10/29/12 11/04/12 -TWTF--\$500.00 .30 NM \$4,750.00 11/02/12 Late News 1030PM 1030p-11p WISN 10/02/12 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 Week: 10/08/12 \$950.00 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--Week: 10/29/12 11/04/12 -TWTF--\$950.00 NM Я \$6,000.00 11p-1130p :30 WISN 10/02/12 11/02/12 Nightline Start Date Spots/Week Rate End Date Weekdays \$750.00 Week: 10/01/12 10/07/12 -TWTF---TWTF--1 \$750.00 Week: 10/08/12 10/14/12

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Contract Agreement Between:



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 06262067 939457

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	**			j		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00 \$750.00						
Week: 10/22/12	10/28/12	-TWTF	2 2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF				-20		NM	14	\$3,150.00
6 WISN 10/02/			N COOPER	M-F 11A-12P		:30		IAIAI	14	φ3, 130.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/08/12	10/07/12	-TWTF	2	\$225.00				1		
Week: 10/15/12	10/14/12	-TWTF	3	\$225.00						
Week: 10/13/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09			V	12P-1P	•••	:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00		.20		NM	10	\$5,000.00
9 WISN 10/02		•	C4-0Al-ele	3-4p		:30		IAIAI	10	ა ნ,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF 	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02				5-530pm		:30		NM	14	\$14,000.00
		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF -TWTF	3 3	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12 11/04/12	-1WTF	3	\$1,000.00						
Week: 10/29/12						:30		NM	15	\$5,250.00
12 WISN 10/02		12 News M-F		5-6A Pate		.30		I ALIA!	'`	Ψ0,200.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$350.00						
Week: 10/01/12	10/14/12	-TWTF	3	\$350.00						
1100012			-	•					-	

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# / 5 06262067 939457

Product Estimate # Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

Snots/

						Spots/				
*Line Ch Start I	Date End Da	ate Descriptio	in	Start/End Time	Days	Length Week	Rate	Type S _l	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/1	2 News M-F	6p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/1	-		6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00				202		*** *** ***
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week 2	<u>Rate</u> \$850.00						
Week: 10/01/12	10/07/12	-TWTF		Start/End Time	Weekd	ays <u>Length</u>	Rate	<u>Type</u>		
	ate <u>Range</u>)/0 <i>1/12-10/</i> 07	Descriptio	u nent Tonight	630p-7pm		nF :30	\$850:00	NM		
See MG 2	• • • • • • • • • • • • • • • • • • • •	//2 Lintertainin	nent rongin	ooop rpm	,		*			
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/	12 Good Mori	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				- 1		
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	2/12 11/02/	12 LIVE WITI	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/22/12	10/28/12	1	1	\$3,000.00					_	005 000 00
19 WISN 10/08				Prime Other		:30		NM	5	\$25,000.00
Start Date		<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$5,000.00						
Week: 10/08/12	10/14/12	_	1	\$5,000.00 \$5,000.00						
Week: 10/15/12	10/21/12	1	1	φο _ι σσυ.υυ				L		

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Contract / Revision Alt Order# 06262067 / 5 939457

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate TypeSpo	ots	Amount
Start Date	Rate				
Week: 10/22/12 10/28/12 1 1	\$5,000.00 Start/End Time	Weekdays Length	Rate <u>Type</u>		
Spot Ch Date Range Description	Prime Other	M :30 \$5.00			
3 W/SN 10/22/12-10/28/12 Dancing	Philie Other	.50 \$0,00	0.00		
See MG 19.6	Mon 7-8p	M:30 \$5,00	00.00 NM		
6 WISN 10/22/12-10/28/12 Dancing	Widit 1-op	1.1			
MG for 19.3 10/22 Week: 10/29/12	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50			
Week: 10/22/12 10/28/12 1 1	\$4,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 W/SN 10/22/12-10/28/12 Cast/e	Mon 9-10p	м - :30 \$4,00	00 .00 NM		
Credited					
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00		NIB A	1	¢¢
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	ı	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate \$6,500.00				
VVECK. 10/00/12 10/1/12 = 1	Start/End Time	Weekdays Length	Rate <u>Type</u>		
Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 College Football Game #2			00.00 NM		
See MG 22.2					
2 WISN 10/06/12-10/06/12 College Football BADGEF	230p-6p	Sa :30 \$6,5	00.00 NM		
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$3,350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/121- 1	\$500.00		B		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate Type</u> 500.00 <i>NM</i>		
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	 Sa :30 \$8	500.00 NM		
See MG 23.6	1030p-11p	MTuWThF :30 \$1,3	350.00 NM		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	Midwillia50 Oile			
(h) MG for 15.1,23.1 Week: 10/08/12 10/14/121- 1	\$500.00				
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/13/12 10/28/121- 1	\$500.00				
Week: 10/29/12 11/04/121 1	\$500.00				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM	4	\$800.00
Start Date End Date Weekdays Spots/Week			1		
Week: 10/08/12 10/14/121- 1	\$200.00				
Week: 10/15/12 10/21/121- 1	\$200.00				
Week: 10/22/12 10/28/121- 1	\$200.00				
Week: 10/29/12 11/04/121- 1	\$200.00				
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM	5	\$3,500.00

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Contract / Revision Alt Order # 06262067 939457

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End Da	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$700.00				l l		
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
26 WISN 10/06/				6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate				l		
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1-	1	\$600.00 \$600.00						
Week: 10/15/12	10/14/12	1-	1	\$600.00						
Week: 10/13/12	10/21/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/				630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		7	_	4.1440.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/	/12 10/27/1	2 Sat 630-7p		630-7p		:30	,	NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00				1		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1 -	1	\$1,000.00						
29 WISN 10/06			College Footbal			:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u>						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12		Ó	\$1,000.00 \$0.00						
Week: 10/15/12	10/14/12	2-	2	\$1,000.00						
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		,,,,,,	.,	Ψ1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450,00						
Week: 10/22/12	10/28/12	1 -	1	\$450.00						
Week: 10/29/12	11/04/12	1 -	1	\$450.00						
31 WISN 10/07	/12 11/04/	i2 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$1,600.00				I		
Week: 10/08/12	10/14/12	<u>-</u> 1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00				ŀ		
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1		\$1,600.00						
32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$950.00						
Week; 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	<u>1</u>	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00				ļ		
33 WISN 10/14		12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date		Weekdays	Spots/Week	Rate						
		•								

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Alt Order# Contract / Revision 939457 06262067 / 5

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots	s/			
*Line Ch Start [Date End Da	ate Descriptio	n	Start/End Time	Days	Length Weel	k Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	 1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00 \$200.00						
Week: 10/29/12	11/04/12	1	 						_	
34 WISN 10/07/				530-6p		:30		NM	5	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	<u>Rate</u> \$500.00						
Week: 10/01/12	10/1/12	1	1	\$500.00						
Week: 10/05/12	10/21/12	1	1	\$500.00						
Week: 10/12/12	10/28/12	<u>1</u>	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/		I2 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00				1		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/	/12 10/21/1	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	 1	1	\$2,500.00						
37 WISN 10/07/	/12 11/04/1	12 News Sun		7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	 1	1	\$400.00 \$400.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1	1	\$400.00 \$400.00						
Week: 10/13/12	10/21/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/			With George Ste			:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			_	Ψ2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
N 39 WISN 10/09	/12 10/23/	12 DanceRest	ults	Tue 7-8p		:30		NM	3	\$12,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-1	1	\$5,000.00	141 1 1	1 11-	Date	T		
	<u>ite Range</u>	Description		Start/End Time	Weekda		<u>Rate</u> \$5,000.00	<u>Type</u> NM		
1 WISN 10		/12 DanceRes	uits	Tue 7-8p	-Tu	:30	\$5,000.00	IVIVI		
See <i>M</i> G 3 3 WISN 10	•	/12 DWTS Re	sults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
(f) MG for 40.		, iz biiicile	ouno	. 40 0 0 0			40,000,000			
		/12 DWTS- Ju	dges Analysis	Tue 7-8p	-Tu	· - :30	\$2,500.00	NM		
MG for 40.			•	į.						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02	/12 10/09/	12 HappyEnd		Tue 8-9p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						

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Alt Order# Contract / Revision / 5 06262067 939457

Product Estimate # Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spot	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	Type Sp	ots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			-		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30	\$ 2,500.00	NM		
See MG 40.3			#0 F00 00	0/04		
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	\$2,500.00	NM		
(ii) See MG 40.4	Tue 7 0m	-Tu :30	\$2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-1430	\$2,500.00	14141		
	\$2,500.00					
	Start/End Time	Weekdays Length	Rate	Type		
	Tue 8-9p	-Tu: :30	\$2.500.00	NM		
2 W/SN 10/08/12-10/14/12 HappyEnd	rue o-sp	.50	₩£,000.00	14,77		
See MG 39.3,39.4	T 0 10-	:30		NM	2	\$4,400.00
41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week	Tue 9-10p Rate	.30		INIVI	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	\$2,200.00			1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2,200,00	NM		
See MG 41.4	, ac c , op		 ,			
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
(h) MG for 41.1 10/02						
Week: 10/08/12 10/14/12 0	\$0.00					
Week: 10/15/12 10/21/12 -1 1	\$2,200.00					
Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu: 30	\$2,200.00	NM		
Credited						
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/15/12 10/21/12 -1 1	\$3,000.00			_ 1		
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	Rate	<u>Type</u>		
1 W/SN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30	\$ 3,000.00	NM		
Credited						
Week: 10/22/12 10/28/12 -1 1	\$3,000.00					
Week: 10/29/12 11/04/12 -1 1	\$3,000.00					
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/22/12 10/28/121- 1	\$7,000.00				_	
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	<u> </u>	:30		NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Į		
Week: 10/29/12 11/04/122- 2					_	
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		NM	2	\$450.00
Week: 10/22/12 10/28/122 Spots/Week	<u>Rate</u> \$225.00					
4400K. 10122112		^_			_	00.50
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u> \$350.00			1		
					4	00.50
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			1		
Week: 11/05/12 11/11/12 -1 1	φ > 00.00			ı		

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Alt Order # Contract / Revision / 5 06262067 939457

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u> \$1,600.00		, [
TOCK. TO TOTAL TOTAL TILE	\$1,600.00				
Week: 10/22/12	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		•	12,000.00
Week: 10/15/12 10/21/12 1 1	\$500.00		1		
Week: 10/22/12 10/28/12 1 1	\$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 -1 1	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4	\$900.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$225.00 \$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	,	_	\$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	МИ	1	\$500.00
Start Date	Rate				
Week: 11/05/12 11/11/12 -1 1	\$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate				
	\$600.00 \$600.00				
Week: 11/05/12 11/11/12 1 1		-20	NM		\$4,000,00
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	INIVI	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
56 WISN 10/15/12 11/05/12 News M-F 5a	5-6A	:30	NM	4	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/12 1 1	\$350.00				
Week: 10/22/12 10/28/12 1 1	\$350.00				
Week: 10/29/12 11/04/12 1 1	\$350.00				
Week: 11/05/12 11/11/12 1 1	\$350.00			_	
57 WISN 10/08/12 11/05/12 News M-F 6p	6-630pm	:30	NM	5	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$1,200.00				
10000 10700 12	\$1,200.00				
Week: 10/15/12 10/21/12 1 1	φ1,200.00			I	

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Alt Order # Contract / Revision 06262067 939457 / 5

Estimate # Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

			Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	Rate						
Week: 10/22/12	\$1,200.00 \$1,200.00						
Week: 10/29/12	\$1,200.00						
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A		:30		NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate		.50		.,	•	¢ 1,0 00.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00						
Week: 10/22/12 10/28/12 1 1	\$1,000.00						
Week: 10/29/12 11/04/12 1 1	\$1,000.00						
Week: 11/05/12 11/11/12 1 1	\$1,000.00						
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A		:30		NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00						
44COR 11700712 1171112			:30		NM	3	\$2,550.00
60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm Rate		.30		14141	3	Ψ2,550.00
Week: 10/22/12 10/28/12 1 1	\$850.00						
Week: 10/29/12 11/04/12 1 1	\$850.00						
Week: 11/05/12 11/11/12 1 1	\$850.00						
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a		:30		NM	5	\$5,000.00
Start Date	Rate						
Week: 10/08/12 10/14/12 1 1	\$1,000.00						
Week: 10/15/12 10/21/12 1 1	\$1,000.00 \$1,000.00						
Week: 10/22/12	\$1,000.00						
Week: 11/05/12 11/11/12 1 1	\$1,000.00						
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a		:30		NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate		.00		,,,,,	•	* 1,10 - 2 - 1 - 1
Week: 11/05/12 11/11/12 -1 1	\$1,000.00						
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	Rate				1		
Week: 10/15/12 10/21/12 1 1	\$450.00						
Week: 10/22/12 10/28/12 1 1	\$450.00 \$450.00				I		
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$450.00						
,	PostBadger		:30		NM	1	\$1,000.00
64 WISN 10/06/12 10/06/12 PostBadger Start Date End Date Weekdays Spots/Week	Rate		.00				41,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00						
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p		:30		NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate						
Week: 10/01/12 10/07/12\$- 1	\$1,500.00						
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p		:30		NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	<u>Rate</u> \$3,000.00						
770010 10701712	5-6A		:30		NM	1	\$350.00
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week			.50		. 4141	'	4000.00
Week: 10/01/12 10/07/12TF 1	\$350.00						
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM		:30		NM	1	\$250.00
Start Date	<u>Rate</u>						
Week: 10/01/12 10/07/12S- 1	\$250.00				ļ	l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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otherwise, on contracts, insertion orders, copy instructions or any correspondence when such continuous. Four waters acronitions. Four waters acronitions. Four waters acronitions or required which specified.

Hearst television inc., does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Contract Agreement Between:
WISN
759 N
Milwa

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	939457 / 5	06262067
Dates	Product	Estimate #

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/05/12 / 10/05/12

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	Spots	Amount
Start Date End Date Weekdays Spots/	<u>Veek</u> <u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
Start Date End Date Weekdays SpotsA					
Week: 10/01/12 10/07/12S 1	\$200.00				
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
Start Date End Date Weekdays SpotsA					
Week: 10/01/12 10/07/12TF 2	\$400.00				
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/					
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDL	E INSIDE HUD 1035	ij :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/					
Week: 10/01/12 10/07/12S- 1	\$250.00				
		Totals		356	\$321,300.00

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 255 \$231,600.00 \$196,860.00 \$89,700.00 \$76,245.00 10/29/12 -11/06/12 101 Totals 356 \$321,300.00 \$273,105.00

Olama a Arrana i	Data
Signature:	Date:

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CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 7 ĸ 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 **15**33 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/09/12 / 10/09/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	nota	A 1
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM		Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots//</u> Week: 10/01/12 10/07/12 -TWTF 2	Veek Rate	.00	INIVI	10	\$3,500.00
Micala 10/00/40	\$350.00				
Work 10/15/10 10/04/10	\$350.00				
Moder 40/00/40	\$350.00				
Week: 10/22/12 10/28/12 -TWTF 2 Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
11 0 14/04	\$350.00				
Charl Dalla E 15	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/M Week: 10/01/12 10/07/12 -TWTF 2				.0	920,000.00
Week: 10/08/12 10/14/12 -TWTF 2	\$1,600.00		1		
Spot Ch Date Range Description	\$1,600.00 <u>Start/End Time</u>	W. I.I.			
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	Weekdays Length Rate	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	10-1030p	-TuwThF :30 \$1, 600.00	NM		
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuwThF :30 \$1.600.00			
See MG 23.7,23.8,23.9,23.10	70 7000p	-TuWThF :30 \$1,600.00	NM		
Week: 10/15/12 10/21/12 -TWTF 4	\$1,600.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
3 WISN 10/02/12 11/02/12 The View	10-11am	:30			
Start Date End Date Weekdays Spots/W		.30	NM	14	\$7,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$500.00				
Week: 10/08/12	\$500.00				
Model 10/00/10	\$500.00		1		
Mook: 10/20/42 44/04/40	\$500.00				
	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	£4.750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/01/12 10/07/12 -TWTF 1		·	14141	5	\$4,750.00
vveek: 10/01/12	\$950.00				
385 (484 484	\$950.00		1		
vveek: 10/15/12	\$950.00		- 1		
1 10/20/12 10/20/12 1W1P 1	\$950.00		- 1		
			•		

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(Line Hansactions, IN - INEW, C - Cuited, D - Defeted)

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Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

WWW.Wish.com				D	Democratic Senatorial Ca			10/09/1		<u>vision</u> 10/09/12
								<u> </u>		
*Line Ch Star			ion	Start/End Tim	ne Days	Spots/ Length Week	Rate	Type	Snote	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 1	<u>Rate</u> \$950.00				.,,,,	орого	Amount
5 WISN 10/0	2/12 11/02		<u> </u>							
Start Date		•	Spots/Week	11p-1130p <u>Ra</u> te		:30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				Ī		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00				i		
6 WISN 10/0:	2/12 11/02	/12 ANDERS	ON COOPER	M-F 11A-12P		.20				
Start Date		<u>Weekdays</u>	Spots/Week	Rate		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				ļ		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	9/12 11/02/	12 THE CHE	W	12P-1P		:30		NIN4	_	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				i		
8 WISN 10/02			URIC	M-F 2-3P		:30	•	NM	40	04000
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		EAIAI	10	\$4,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/05/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$400.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
		-TWTF	2	\$400.00						
9 WISN 10/02				3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						\$5,000.00
Week: 10/08/12	10/07/12	-TWTF	2	\$500.00				i		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2 2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				\$500.00						
Start Date			Constants :	4P-5P		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	Rate						44,500.00
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				ľ		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/					······································					
Start Date	End Date	2 News M-F 8 Weekdays	•	5-530pm		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						. =
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week; 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
			•	Ψ1,000.00						

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10/09/12

/ 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

									_ ′ '	0,00712
*Line Ch Star	t Date End i	Date Descript	ion	Stort/End Time	.	Spor				
Start Date		Weekdays	Spots/Week	Start/End Time	Days	Length Wee	k Rate	Туре	Spots	Amount
Week: 10/29/12	11/04/12	-TWTF	<u> 3pots/vveek</u> 3	<u>Rate</u> \$1,000.00				1		
12 WISN 10/0			F 5a	5-6A		:30		NM	15	©E 250.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>				14141	13	\$5,250.00
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/05/12	10/14/12	-TWTF	3	\$350.00						
Week: 10/13/12	10/21/12 10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$350.00						
····	···	-TWTF	4	\$350.00				T I		
13 WISN 10/0			- 6p	6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12		<u>Weekdays</u>	Spots/Week	Rate				11111	17	Ψ10,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/06/12	10/14/12 10/21/12	-TWTF	3	\$1,200.00						
Week: 10/13/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
		-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ15,000.00
Week: 10/08/12	10/17/12	-TWTF	2	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				l l		
	·····	-TWTF	4	\$1,000.00			_	Ī		
15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					• •	Ψ3,330.00
	ate Range	-TWTF Description	2	\$850.00						
	1/01/12-10/07/		nent Tonight	Start/End Time	<u>Weekday</u>		<u>Rate</u>	Type		
See MG 2		TE LINGITAIN	nem rongm	630p-7pm	-TuWThF	:30	\$850.00	NM		
Week: 10/08/12	10/14/12	-TWTF	2	\$050.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00 \$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02										
Start Date	End Date	Weekdays	ning America Spots/Week	7-9a		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	<u>3pots/vveek</u>	<u>Rate</u> \$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/	12 11/02/1	2 LIVE WITH								
Start Date	End Date	Weekdays	Spots/Week	9-10am		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	<u>350(5/4466K</u> 2	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/	12 10/26/1:	2 2020								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Fri 9-10p		:30		NM	1	\$3,000.00
			<u> </u>	<u>Rate</u>				- 1		

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10/09/12 / 10/09/12



Contract / Revision Alt Order # 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

				- COLUMN	atorial Ob		10/03/12	, 10	0/05/12
*Line Ch Start Date End	Data Description		04-45-17	_	Spo				
Start Date End Date		pots/Week	Start/End Time Rate	Days L	ength We	ek Rate	TypeS	oots	Amount
Week: 10/22/12 10/28/12	1	1	\$3,000.00						
19 WISN 10/08/12 11/05 Start Date End Date		t - 0 0 (l .	Prime Other		:30		NM	5	\$25,000.00
Week: 10/08/12 10/14/12		oots/Week 1	<u>Rate</u> \$5,000.00						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12 10/21/12	1	1	\$5,000.00						
Week: 10/22/12 10/28/12	1	1	\$5,000.00						
Spot Ch Date Range	<u>Description</u>		Start/End Time	Weekdays	<u>Length</u>	Rate	Type		
3 W/SN 10/22/12-10/2 See MG 19.6	28/12 Dancing		Prime Other	M	:30	\$5,000.00	NM		
6 WISN 10/22/12-10/2	8/12 Denoine								
⊕ MG for 19.3 10/22	or 12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
Week: 10/29/12 11/04/12	1	1	\$5,000.00				ı		
Week: 11/05/12 11/11/12	1	1	\$5,000.00						
20 WISN 10/22/12 10/29	/12 Castle		Mon 9-10p		-00				
Start Date End Date		ots/Week	Rate		:30		NM	1	\$4,000.00
Week: 10/22/12 10/28/12	1	1	\$4,000.00						
Spot Ch Date Range	<u>Description</u>		Start/End Time	Weekdays	Length	Rate	Type		
1 W/SN 10/22/12-10/2	8/12 Cast/e		Mon 9-10p	M		\$4.000.00	NM		
Credited Week: 10/29/12 11/04/12	1					,			
	1	1	\$4,000.00						
21 WISN 10/06/12 11/03/ Start Date End Date	/12 Late News Sa 10		10-1035p		:30		NM	5	\$3,000.00
Week: 10/01/12 10/07/12	Weekdays Sp	ots/Week 1	Rate					_	40,000.00
Week: 10/08/12 10/14/12	1-	1	\$600.00 \$600.00						
Week: 10/15/12 10/21/12	1-	1	\$600.00						
Week: 10/22/12 10/28/12	1-	1	\$600.00						
Week: 10/29/12 11/04/12	1-	1	\$600.00						
22 WISN 10/13/12 10/13/	12 College Football	Game #2	230p-6p		-00				
Start Date End Date		ots/Week	Rate		:30		NM	1	\$6,500.00
Week: 10/08/12 10/14/12	1-	1	\$6,500.00						
Spot Ch Date Range	<u>Description</u>		Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	Туре		
1 W/SN 10/08/12-10/14	1/12 College Football	Ga <i>m</i> e #2	230 <i>p-6p</i>	Sa-	:30	\$6,500.00	NM.		
See MG 22.2 2 WISN 10/06/12-10/06	940 College Prost 11	24225				·			
MG for 22.1 10/13	12 College Football	BADGER	230p-6p	Sa-	- - :30	\$6,500.00	NM		
N 23 WISN 10/06/12 11/03/	12 Nove Co Co Co C20		~ ~ ~ ~						
Start Date End Date		ots/Week	6-630pm		:30		NM	8	\$8,250.00
Week: 10/01/12 10/07/12	1-	1	<u>Rate</u> \$500.00						
Spot Ch Date Range	Description	,	Start/End Time	Weekdays	Length	Data			
1 W/SN 10/01/12-10/07	712 News Sa 6p-630	p	6-630 <i>p</i> m	Sa-	<u>Length</u> :30	<u>Rate</u> \$500.00	<u>Type</u>		
See MG 23.6				Ja	.50	₽₽₽₽.∪∪	NM		
6 WISN 10/01/12-10/07	/12 Late News 1030F	PM	1030p-11p	MTuWThF	:30	\$1,350.00	NM		
MG for 15.1,23.1 Week: 10/08/12	4					, ,,,,,,,,	. 4141		
Week: 10/08/12 10/14/12	1-	1	\$500.00						
							•		

Democratic Senatorial Ca

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10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	riginal Date / Revision

Democratic Senatorial Ca

				061	nociatic Se	ilatolidi Ca		10/09/12	_ / 1	0/09/12
						Spc	ite/			
*Line Ch Start				Start/End Time	Days	Length We		Type S	nots	Amount
Start Date			Spots/Week					-,,poc	, p 0 (3	Actiount
	te Range	<u>Descriptio</u>		Start/End Time	Weekday	s <u>Length</u>	Rate	Type		
2 VVIOIV IU.	70 <i>8/12-10/14</i> 3. <i>7</i> ,23.8,23.9	4/12 News Sa 6	6p-630p	6-630pm		Sa :30	\$50 0.00	NM		
7 WISN 10.).	9,23.70 2/12 Late News	4020014	4000 44						
⊕ MG for 25.	2 2 4 27 1 2	-712 Late News	TUSUPIVI	1030p-11p	WThF	:30	\$1,500.00	NM		
8 WISN 10	/10/12-10/12	2/12 Late News	1030PM	1030p-11p	1. p= l_ m					
⊕ MG for 25.5	2,2.4,27.1,2	7.2.2.3.23.2	10001 141	1030р-11р	WThF	:30	\$1,500.00	NM		
9 WISN 10/	10/12-10/12	2/12 Late News	1030PM	1030p-11p	WThE	:30	64 500 00			
MG for 25.2	2,2.4,27.1,2	7.2,2.3,23.2			******	50	\$1,500.00	NM		
10 WISN 10/	13/12-10/13	1/12 Prime Nas	car	M-Su 6-1030PM		5a :30	\$900.00	NM		
							Ψοσο.σο	(414)		
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1-	1	\$500.00						
		1-	1	\$500.00				Ī		
24 WISN 10/13/ Start Date	12 11/03/1			456-6AM		:30		NM	4	\$800.00
Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate						\$000.00
Week: 10/15/12	10/21/12	1-	1	\$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00 \$200.00						
N 25 WISN 10/06/	12 11/03/1	12 News Sa 6p								
Start Date	End Date	Weekdays	Spots/Week	6-630pm <u>Ra</u> te		:30		NM	4	\$2,800.00
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00						
	e Range	Description		Start/End Time	Weekdays	Length	Rate	<u>Type</u>		
2 WISN 10/0	08/12-10/14/	/12 News Sa 6	o-630p	6-630pm	S		\$700.00	NM		
See MG 23. Week: 10/15/12										
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1-	1	\$700.00						
Week: 10/29/12 Week: 10/29/12	11/04/12	1- 1-	1	\$700.00						
26 WISN 10/06/1			1	\$700.00				1		
	2 11/03/1 End Date	2 Sat GMA		6-7a		:30		NM	5	\$3,000.00
	10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate					-	40,000.00
	10/14/12	1-	1	\$600.00 \$600.00						
	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
N 27 WISN 10/20/1	2 11/03/12	2 SA 630-7n		630p-7p						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	0	\$0.00
	10/21/12	1-	1	\$500.00						
	Range	<u>Description</u>		Start/End Time	Weekdays	Length	<u>Rate</u>	Type		
1 WISN 10/1	5/12-10/21/1	12 SA 630-7p		630p-7p	S		\$500.00	NM		
See MG 23.7		23.10	_					. 4111		
	10/28/12		0	\$0.00						
	11/04/12 Range	1- Docerieties	1	\$500.00						
2 WISN 10/2		Description		Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	Type		
See MG 23.7	<i>~ 12-11/04/1</i> 7 23 8 23 0 5	12 OH 03U-19		630p-7p	\$	a :30	\$500.00	NM		
28 WISN 10/13/12										
20 VVION [0/13/]2	: 10/27/12	2 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
								•	_	,500.00

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatoria! Ca 10/09/12 / 10/09/12

*Line Ch Start	Date End [Date Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	Type 9		Δ
Start Date		<u>Weekdays</u>	Spots/Week	Rate	,-	Lotigat Wook	Nato	Types	ppois	Amount
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1-	1	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1-	0	\$0.00				ı		
29 WISN 10/06			1	\$1,000.00						
Start Date	3/12 10/20/ End Date		e College Footba	· .		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$1,000.00						. = , = 00.00
Week: 10/08/12	10/14/12		o	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00				Ī		
30 WISN 10/13	3/12 11/03/	12 News Sat	7-9a	7-9am		.20	···			
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>R</u> ate		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1-	1	\$450.00						
***************************************		1-	1	\$450.00						
31 WISN 10/07 Start Date	/12 11/04/ ⁻ End Date		•	10p-1030p		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	Weekdays	Spots/Week	Rate					_	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	/12 11/04/1	2 Late News	SU 1030PM	1030p-11p		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$950.00						
Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$950.00						
33 WISN 10/14/			1	\$950.00						
Start Date	/12 11/04/1 End Date	2 Su 458-6a Weekdays	Cmata 00/1-	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$200.00						1-00.00
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun 5	30pm	530-6p		:30		310.4	_	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	5	\$2,500.00
Week: 10/01/12 Week: 10/08/12	10/07/12	1	1	\$500.00						
Week: 10/06/12 Week: 10/15/12	10/14/12 10/21/12	1	1	\$500.00				ľ		
Week: 10/13/12	10/21/12	1 1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/			1	\$500.00						
Start Date	End Date	Weekdays	Spots/Week	6-7a		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	<u>Spots/veek</u> 1	<u>Rate</u> \$400.00				Ī		
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/1	10/21/12	2 Once		Sun 7-8p	····	:30	······································	NM	1	\$2.500.00
						•		. 4141	ı	\$2,500.00

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10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

	L				. , .	0/03/12
the Object Date of		Sp	ots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length We		TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$2,500.00				, p = 10	Annount
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30			_	
Start Date End Date Weekdays Spots/Week	Rate	.30		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00					
Week: 10/08/12 10/14/121 1	\$400.00			- 1		
Week: 10/15/12 10/21/121 1	\$400.00			1		
Week: 10/22/12 10/28/121 1	\$400.00			ŀ		
Week: 10/29/12 11/04/121 1	\$400.00			ļ		
38 WISN 10/14/12 11/04/12 This Week With George Sto	ep930-1030am	:30		NM	•	
Start Date End Date Weekdays Spots/Week	Rate	.00		IAIAI	2	\$2,000.00
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/12	\$1,000.00					
Wask: 10/22/42 40/00/40	\$0.00			- 1		
Monks 10/20/40 44/04/40	\$0.00					
	\$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30		NM	2	£40 500 00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -1 1	<u>Rate</u>	,		1/1//	3	\$12,500.00
Out at the company of	\$5,000.00					
	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/08/12-10/14/12 DanceResults See MG 39.3,39.4	Tue 7-8p	-Tu :30	\$5,000.00	NM		
3 WISN 10/08/12-10/14/12 DWTS Results	_					
⊕ MG for 40.2,39.1	Tue 8-9p	-Tu: :30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis						
MG for 40.2,39.1	Tue 7-8p	-Tu: :30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	***					
Week: 10/22/12 10/28/12 -1 1	\$0.00			- 1		
40 Miles 4 Acres 4	\$5,000.00					
	Tue 8-9p	:30		NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	Rate			1		1-1000.00
Spot Ch Date Range Description	\$2,500.00	10/				
1 W/SN 10/01/12-10/07/12 HappyEnd	Start/End Time	Weekdays Length	<u>Rate</u>	<u> Type</u>		
See MG 40.3	Tue 8-9p	-Tu:30	\$ 2,500.00	NM		
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	** ***			
⊕ See MG 40.4	10e 0-ap	-Tu: :30	\$ 2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu ·30	#0 F00 00			
MG for 40.3 10/02		-Tu :30	\$2,500.00	NM		
Week: 10/08/12	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Dote	-		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu: :30	<u>Rate</u> \$2,500.00	<u>Type</u>		
See MG 39.3,39.4		.50	Φ2;-000.00	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	.20			_	
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2,200.00	NM NM		
See MG 41.4	·	.50	<i>-,=00.00</i>	, 4///		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th: :30	\$2,200.00	NM		
MG for 41.1 10/02 Week: 10/08/13				' '''		
Week: 10/08/12 10/14/12 0	\$0.00					

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Typo Chata	A
Start Date End Date Weekdays Spots/M		Days Zongin Week Nate	Type Spots	Amount
Week: 10/15/12 10/21/12 -1 1 Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice	\$2,200.00 <u>Start/End Time</u> Tue 9-10p	Weekdays <u>Length</u> <u>Rate</u> -Tu :30 \$2,200.00	<u>Type</u> <i>NM</i>	
Credited Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1	\$0.00 \$2,200.00	.50 \$2,200.00	TVIVI	
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		
Start Date End Date Weekdays Spots/W Week: 10/15/12 10/21/12 -1 1	<u>eek</u> <u>Rate</u> \$3,000.00	.30	NM 2	\$6,000.00
Spot Ch <u>Date Range</u> <u>Description</u> 1 WISN 10/15/12-10/21/12 HappyEnd Credited	<u>Start/End Time</u> Tue 8-9p	Weekdays Length Rate -Tu :30 \$3,000.00	<u>Type</u> NM	
Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game Start Date		:30	NM 1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Fo. <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/29/12 11/04/122- 2	otbal 7-1030p eek <u>Rate</u> \$1,300.00	:30	NM 2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/We Week: 10/22/12 10/28/122 2	9-930A	:30	NM 2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/We Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p	:30	NM 1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/We Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p	:30	NM 1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/15/12 10/21/12 1 1	10-1030p ek <u>Rate</u>	:30	NM 4	\$6,400.00
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,600.00 \$1,600.00 \$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/15/12 10/21/12 1 1	10-11am <u>ek Rate</u> \$500.00	:30	NM 4	\$2,000.00
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$500.00 \$500.00			
50 WISN 11/06/12 11/06/12 The View	\$500.00			
Start Date End Date Weekdays Spots/Wee Week: 11/05/12 11/11/12 -1 1	10-11am <u>ek Rate</u> \$500.00	:30	NM 1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	M-F 11A-12P <u>ek Rate</u> \$225.00 \$225.00	:30	NM 4	\$900.00

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1532

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Advertiser	Ovinte all Date (Date)
TATORIOGI	Original Date / Revision
Democratic Senatorial Ca	10/09/12 / 10/09/12
Conditional Of	10/05/12

*Line Ch Chat Dat T 15 15				Spots/	<u></u> . <u></u>			
*Line Ch Start Date End Date Description Start Date End Date Weekdays		Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 1	Spots/Week 1	<u>Rate</u> \$225.00				T		
Week: 11/05/12 11/11/12 1	1	\$225.00				ľ		
52 WISN 10/29/12 11/05/12 3-4p		3-4p		.20				
Start Date End Date Weekdays	Spots/Week	Rate		:30		NM	2	\$1,000.00
Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	1	\$500.00						
	11	\$500.00						
53 WISN 11/06/12 11/06/12 3-4p Start Date End Date Weekdays	D	3-4p		:30		NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>\$</u> Week: 11/05/12 11/11/12 -1	Spots/Week 1	<u>Rate</u> \$500.00				1		
54 WISN 10/29/12 11/05/12 DR. OZ	· · · · · · · · · · · · · · · · · · ·	4P-5P			···			
Start Date End Date Weekdays S	Spots/Week	Rate		:30		NM	2	\$1,200.00
Week: 10/29/12 11/04/12 1	1	\$600.00						
Week: 11/05/12 11/11/12 1	11	\$600.00						
55 WISN 10/15/12 11/05/12 News M-F 5p Start Date End Date Weekdays		5-530pm		:30	·	NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/15/12 10/21/12 1	Spots/Week	<u>Rate</u>					•	Ψ+,000.00
Week: 10/22/12 10/28/12 1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12 11/04/12 1	1	\$1,000.00						
Week: 11/05/12 11/11/12 1	1	\$1,000.00						
56 WISN 10/15/12 11/05/12 News M-F 5a		5-6A		:30		NM	4	P4 400 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/15/12 10/21/12 1	pots/Week	Rate		,		IVIVI	4	\$1,400.00
Week: 10/23/12 10/28/12 1	1	\$350.00						
Week: 10/29/12 11/04/12 1	1	\$350.00 \$350.00						
Week: 11/05/12 11/11/12 1	1	\$350.00						
57 WISN 10/08/12 11/05/12 News M-F 6p		6-630pm		:30			_	
Start Date End Date Weekdays S	pots/Week	Rate		.50		NM	5	\$6,000.00
Week: 10/08/12 10/14/12 1 Week: 10/15/12 10/21/12 1	1	\$1,200.00						
Week: 10/12/12 10/28/12 1	1	\$1,200.00						
Week: 10/29/12 11/04/12 1	1	\$1,200.00 \$1,200.00						
Week: 11/05/12 11/11/12 1	1	\$1,200.00						
58 WISN 10/15/12 11/05/12 News M-F 6a	····	6-7A		•30				
Start Date End Date Weekdays S	pots/Week	Rate		:30		NM	4	\$4,000.00
Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1	1	\$1,000.00						
Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	1	\$1,000.00						
Week: 11/05/12 11/11/12 1	1	\$1,000.00 \$1,000.00						
59 WISN 11/06/12 11/06/12 News M-F 6a	<u> </u>							
Start Date <u>End Date</u> <u>Weekdays</u> St	oots/Week	6-7A Rate		:30		NM	1	\$1,000.00
Week: 11/05/12 11/11/12 -1	1	\$1,000.00						
60 WISN 10/22/12 11/05/12 Entertainment T	onight	630p-7pm		:30		NM	3	¢2 550 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sr</u> Week: 10/22/12 10/28/12 1	oots/Week	Rate		- · · -		1 4141	J	\$2,550.00
Week: 10/29/12 11/04/12 1	1	\$850.00						
Week: 11/05/12 11/11/12 1	1	\$850.00 \$850.00						
61 WISN 10/08/12 11/05/12 Good Morning A	merica	7-9a						
Class Data Harman and a second	ots/Week	7-9a <u>Rate</u>		:30		NM	5	\$5,000.00
						1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc. does not discriminate in the sale of advertision line. See the discriminate in the sale of advertision line.

10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

*Line Ch Start	Date End [Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type Spots	Amount
Start Date	22772	Weekdays	Spots/Week	Rate			Hato	ypeopols	Arriount
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$1,000.00					
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00					
Week: 10/29/12	11/04/12	1	1	\$1,000.00					
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00					
62 WISN 11/06	5/12 11/06/	12 Good Morr	ning America	7-9a					
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM 1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				İ	
63 WISN 10/15			KELLY!	9-10am		:30		NM 4	04.000.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		NM 4	\$1,800.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$450.00					
Week: 10/29/12	11/04/12	1	1	\$450.00					
Week: 11/05/12	11/11/12	1	1 1	\$450.00					
64 WISN 10/06		12 PostBadge		\$450.00					
Start Date	End Date	Weekdays	r Spots/Week	PostBadger		:30		NM 1	\$1,000.00
Week: 10/01/12	10/07/12	S-	<u> </u>	<u>Rate</u> \$1,000.00					
65 WISN 10/06	/12 10/06/	12 BIG 12 Bac	aerPost	630-7p, 6-630p		-00			
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		:30		NM 1	\$1,500.00
Week: 10/01/12	10/07/12	S-	1	\$1,500.00					
66 WISN 10/04				Thu 7-8p		:30		NM 1	#2 000 00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				INIVI	\$3,000.00
	10/07/12	T	1	\$3,000.00					
67 WISN 10/04/ Start Date				5-6A		:30		NM 1	\$350.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> TF	Spots/Week 1	Rate					Ψ000.00
68 WISN 10/06/			<u> </u>	\$350.00					
Start Date	End Date	Weekdays	Spots/Week	456-6AM		:30		NM 1	\$250.00
Week: 10/01/12	10/07/12	S-	<u> </u>	<u>Rate</u> \$250.00					
69 WISN 10/07/	12 10/07/1	2 Su 458-6a		458-6AM		-20			
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM 1	\$200.00
Week: 10/01/12	10/07/12	S	1	\$200.00					
70 WISN 10/04/		2 KATIE COU	RIC	M-F 2-3P		:30		NM 2	0000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		INIVI Z	\$800.00
Week: 10/01/12	10/07/12	TF	2	\$400.00					
71 WISN 10/04/ Start Date				11p-1130p		:30		NM 1	\$1,500.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> TF	Spots/Week	Rate					\$1,000.00
72 WISN 10/06/			1 HUDDUE	\$1,500.00					
Start Date	End Date	2 INSIDE THE <u>Weekdays</u>	: HUDDLE Spots/Week	INSIDE HUD 1035		:30		NM 1	\$250.00
Week: 10/01/12	10/07/12	S-	<u>30018/VVEEK</u>	<u>Rate</u> \$250.00					
				7200.00					
						Totals	3	354	\$321,300.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	254	\$232,100.00	\$197,285.00		
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00		
Totals	354	\$321,300.00	\$273,105,00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

(LINE TRAISACTIONS: IN = New, C = Edited, D - Detector)

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	Contract / Revisi	<u>on</u>	Alt Order #
	939457 /	6	06262067
Contract Dates	Product		Estimate #
10/02/12 - 11/06/12	DSCC-IE		1533
Advertiser Democratic Senatoria	I Ca	- 1	ginal Date / Revision 0/09/12 / 10/09/12

Signature:	Date:	
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/ 10/10/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 1 <u>Product</u> DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision <u>Advertiser</u>

> Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 53 49 Agency Ref Advertiser Ref

10/10/12

Snots/

Democratic Senatorial Campaign Committee

			Spo	ts/			
*Line Ch Start Date End Dat	e Description	Start/End Time	Days Length Wee	ek Rate	Type S	pots	Amount
1 WISN 10/02/12 11/02/12	General Hospital	2-3pm/1-2p	:30		NM	10	\$3,500.00
	Weekdays Spots/Week	<u>Rate</u>			l		•
	-TWTF 2	\$350.00					
	-TWTF 2	\$350.00					
	-TWTF 2	\$350.00					
	-TWTF 2	\$350.00					
Week: 10/29/12 11/04/12	-TWTF 2	\$350.00					
2 WISN 10/02/12 11/02/12	Late News 10PM	10-1030p	:30		NM	13	\$20,800.00
	Weekdays Spots/Week	<u>Rate</u>					
	-TWTF 2	\$1,600.00					
	-TWTF 2	\$1,600.00					
Spot Ch Date Range	<u>Description</u>	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
3 W/SN 10/08/12-10/14/1		10-10 <i>30p</i>	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,2							
4 WISN 10/08/12-10/14/1		10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,2							
	-TWTF 4	\$1,600.00					
	-TWTF 3	\$1,600.00					
Week: 10/29/12 11/04/12	-TWTF 4	\$1,600.00					
N 3 WISN 10/02/12 11/02/12		10-11am	:30		NM	12	\$6,000.00
	Weekdays Spots/Week	Rate			1		
	-TWTF 2	\$500.00					
	-TWTF 2	\$500.00					
Spot Ch Date Range	<u>Description</u>	Start/End Time	Weekdays <u>Length</u>	<u>Rate</u>	<u>Type</u>		
3 WISN 10/08/12-10/14/1		10-11am	-TuWThF :30	\$500 . 00	NM		
See MG 11.15,11.16,11.1							
4 W/SN 10/08/12-10/14/1:		10-11am	-TuWThF :30	\$500.00	NM		
See MG 11.15,11.16,11.1		2500.00			1		
	-TWTF 3	\$500.00					
	-TWTF 3	\$500.00					
Week: 10/29/12 11/04/12	-TWTF 4	\$500.00					
4 WISN 10/02/12 11/02/12	Late News 1030PM	1030p-11p	:30		NM	5	\$4,750.00

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12 10/21/12	-TWTF	1	\$950.00						
Week: 10/15/12		-TWTF	1	\$950.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	1	\$950.00						
		-TWTF		\$950.00						
5 WISN 10/02		-		11p-1130p		:30		NM	8	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	1	\$750.00 \$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
							· · · · · · · · · · · · · · · · · · ·			
6 WISN 10/02 Start Date	/12 11/02/ ⁻ End Date	Weekdavs	N COOPER Spots/Week	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	<u>Rate</u> \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/	/12 11/02/	12 THE CHEV	N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	Ū	Φ2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/		12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				l		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$500.00						
Week: 10/15/12	10/14/12	-TWTF	2 2	\$500.00 ¢500.00						
Week: 10/13/12	10/21/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				ŀ		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02/	12 11/02/1	····	5n	5-530pm		:30			4.5	040.000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	15	\$16,200.00
				11410				1		

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Contract / Revision Alt Order# 939457 / 7 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Sp	ots/			
*Line Ch Start Dat	te End Date [Description		Start/End Time	Days	Length We		TypeS	pots	Amount
			oots/Week	Rate						
		VTF	2	\$1,000.00						
		VTF	3	\$1,000.00	147 1.1		ъ.	-		
Spot Ch Date F		<u>Description</u>		Start/End Time	Weekday		Rate	<u>Type</u>		
3 W/SN 10/08/		News M-F 5p		5-530pm	-TuWThF	: :30	\$1,000.00	NM		
See MG 11.15 4 W/SN 10/08/	/12-10/14/12	News M-F 5p		5-530pm	-TuWTh	:: :30	\$ 1,000.00	NM		
See MG 11.15 15 WISN 10/11/	/12-10/11/12		night	M-Su 530-6p	Th-	:30	\$3,000.00	NM		
			ll Game #1	11a-230		·sa :30	\$700.00	NM		
MG for 13.5,1										
17 WISN 10/12/				1130-1230a	F	:: :30	\$500.00	MM		
⊕ MG for 13.5,1			_							
		VTF	3	\$1,000.00						
		VTF	3	\$1,000.00						
-		VTF	3	\$1,000.00						
12 WISN 10/02/12				5-6A		:30		NM	15	\$5,250.00
		<u>ekdays Sı</u> VTF	oots/Week 2	<u>Rate</u> \$350.00				1		
		VTF	3	\$350.00						
		VTF	3	\$350.00						
		VTF	3	\$350.00						
		VTF	4	\$350.00						
N 13 WISN 10/02/12		News M-F 6p	<u> </u>	6-630pm		:30		NM	13	£15 COO OO
			pots/Week	Rate		.30		IMINI	13	\$15,600.00
		/TF- -	2	\$1,200.00						
		/TF	3	\$1,200.00				l		
Spot Ch Date F	Range	Description		Start/End Time	Weekda	<u>ys Length</u>	<u>Rate</u>	Type		
5 W/SN 10/08/	/12-10/14/12	News M-F 6p		6-630pm	-TuWTh	:30	\$1,200.00	NM		
See MG 11.15	5, 11. 16, 11. 17									
Week: 10/15/12 10	0/21/12 - TW	/TF	3	\$1,200.00						
		VTF	3	\$1,200.00						
Week: 10/29/12 1	1/04/12 -TW	VTF	3	\$1,200.00						
14 WISN 10/02/12	11/02/12	News M-F 6a		6-7A		:30		NM	15	\$15,000.00
		<u>ekdays S</u> VTF	pots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12 10	0/14/12 -TW	VTF	3	\$1,000.00						
Week: 10/15/12 16	0/21/12 -TW	VTF	3	\$1,000.00						
		VTF	3	\$1,000.00						
Week: 10/29/12 11	1/04/12 -Tw	VTF	4	\$1,000.00						
15 WISN 10/02/12	11/02/12 E	Entertainment T	onight	630p-7pm		:30		NM	11	\$9,350.00
		<u>ekdays S</u> j VTF	pots/Week 2	<u>Rate</u> \$850.00						
Spot Ch Date F		<u>Description</u>		Start/End Time	Weekda ⁻			<u>Type</u>		
1 WISN 10/01/	/12-10/07/12	Entertainment	Tonight	630p-7pm	-TuWTh	= :30	\$8 50.00	NM		
See MG 23.6	-1									
		VTF	2	\$850.00				Į.		
		VTF	3	\$850.00						
Week: 10/22/12 10	0/28/12 -TW	VTF	2	\$850.00				1		

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order# Contract / Revision 939457 06262067 / 7 Contract Dates Product Estimate #

DSCC-IE 10/02/12 - 11/06/12 1533 Original Date / Revision

<u>Advertiser</u> 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/

*Line Ch Start I	Date End D	ate Descriptio	n	Start/End Time	Days	Spot Length Wee		Type S	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays -TWTF	<u>Spots/Week</u> 3	<u>Rate</u> \$850.00						
16 WISN 10/02/				,		:30		NM	21	\$21,000.00
Start Date	/12 11/02/ ⁻ End Date	Weekdays	ing America Spots/Week	7-9a <u>Rate</u>		.30		INIVI	۷۱	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/	/12 11/02/ ⁻	12 LIVE WITH	KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 4	\$450.00 \$450.00						
				•		.20		NDA	4	#2 000 00
18 WISN 10/26/			SpoteAMook	Fri 9-10p		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00						
19 WISN 10/08/	/12 11/05/			Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1 Descriptio	1	\$5,000.00 Start/End Time	Mookdo	ua Longth	Poto	Туре		
Spot Ch Da 3 WISN 10	te Range		<u>!!</u>	Prime Other	Weekda M		<u>Rate</u> \$5,000.00	NM		
See MG 1		712 Dancing		i iline Other	(*)	.50	\$0,000.00	1 4/4/		
		/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
MG for 19.										
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00				1		
20 WISN 10/22	/12 10/29/	12 Castle		Mon 9-10p		:30		NM	1	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
	<u>ite Range</u>	Descriptio	<u>n</u>	Start/End Time	Weekda		Rate	<u>Type</u>		
1 WISN 10	/22/12-10/28	1/12 Castle		Mon 9-10p	M	:30	\$4,000.00	NM		
Credited Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06	/12 11/03/	12 Late News	Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1 -	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00					_	
22 WISN 10/13				230p-6p		:30		NM	1	\$6,500.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$6,500.00						
VVCCR. 10/00/12	10/17/12	**	"	ψοισσοίσο				ı		

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 7 06262067 Product Estimate #

Contract Dates DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Chatal

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230 <i>p-</i> 6p	5a :30 \$ 6,500.00	NM	
See MG 22.2				
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
(f) MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	<u>Rate</u> \$500.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa- - :30 \$500.00	NM	
See MG 23.6	4000 44 -			
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
⊕ MG for 15.1,23.1 Week: 10/08/12 10/14/121 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	\$a :30 \$500.00	NM NM	
See MG 23.7,23.8,23.9,23.10	0-000pm	Ja .50 poso.55	14141	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2		7,12		
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2				
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
(ii) MG for 25.2,2.4,27.1,27.2,2.3,23.2				
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.00	NM	
	PE00 00			
Week: 10/15/12	\$500.00 \$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00 \$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	\$2 000 no
Start Date End Date Weekdays Spots/Week	Rate	.50	14101 4	\$2,800.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30 \$700.00	NM	
See MG 23.7,23.8,23.9,23.10			1	
Week: 10/15/12 10/21/121- 1	\$700.00		1	
Week: 10/22/12 10/28/121 1	\$700.00		j	
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate *coo.oo		- 1	
	\$600.00		•	
Week: 10/08/12	\$600.00 \$600.00			
17000, 10/10/12 10/21/121	φυσυ.συ		ı	

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Contract / Revision Alt Order# 939457 / 7 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

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		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate				70.00
Week: 10/15/12 10/21/121 1	\$500.00		i		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Sa :30 \$ 500.00	NM		
See MG 23.7,23.8,23.9,23.10					
Week: 10/22/12	\$0.00				
	\$500.00	Manual Lauren Deta	T		
Spot Ch Date Range Description 2 W/SN 10/29/12-11/04/12 SA 630-7p	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$500:00	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	630p-7p	Sa :30 \$500.00	NM		
	202 7			_	
	630-7p	:30	NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week; 10/22/12 10/28/121- 1	\$1,000.00				
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal		:30	NM	3	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14101	3	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00				
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/122- 2	\$1,000.00		ĺ		
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				, ,,=======
Week: 10/08/12 10/14/121- 1	\$450.00				
Week: 10/15/12 10/21/121- 1	\$450.00				
Week: 10/22/12 10/28/121- 1	\$450.00				
Week: 10/29/12 11/04/121- 1	\$450.00				
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM	5	\$8,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1	Rate				
Week: 10/08/12 10/14/121 1	\$1,600.00 \$1,600.00				
Week: 10/15/12 10/21/121 1	\$1,600.00				
Week: 10/22/12 10/28/121 1	\$1,600.00				
Week: 10/29/12 11/04/121 1	\$1,600.00				
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	3/84		ma aaa aa
Start Date End Date Weekdays Spots/Week	Rate	.50	NM	4	\$3,800.00
Week: 10/08/12 10/14/121 1	\$950.00				
Week: 10/15/12 10/21/121 1	\$950.00				
Week: 10/22/12 10/28/121 1	\$950.00				
Week: 10/29/12 11/04/121 1	\$950.00				
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30	NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/121 1	\$200.00				
Week: 10/15/12 10/21/121 1	\$200.00				
Week: 10/22/12 10/28/121 1	\$200.00				
Week: 10/29/12 11/04/121 1	\$200.00		1		

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Contract / Revision Alt Order# 939457 06262067 / 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Spo	ts/			
*Lin	ie Ch Start l	Date End D	ate Descriptio	n	Start/End Time	Days Length Wee	ek Rate	Type S	pots	Amount
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
34	4 WISN 10/07/	/12 11/04/	12 News Sun	530pm	530-6p	:30		NM	5	\$2,500.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
	eek: 10/01/12	10/07/12	1	1	\$500.00					
	eek: 10/08/12	10/14/12	1	1	\$500.00					
	eek: 10/15/12	10/21/12	1	1	\$500.00					
	eek: 10/22/12	10/28/12	1	1	\$500.00					
We	ek: 10/29/12	11/04/12	1	11	\$500.00					
3	5 WISN 10/07/	/12 11/04/			6-7a	:30		NM	5	\$2,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			l l		
	ek: 10/01/12	10/07/12	1	1	\$400.00					
	ek: 10/08/12	10/14/12	1	1	\$400.00					
	eek: 10/15/12	10/21/12	1	1	\$400.00					
	eek: 10/22/12	10/28/12	1	1	\$400.00					
We	ek: 10/29/12	11/04/12	1	1	\$400.00					
36	6 WISN 10/21/	/12 10/21/ ⁻			Sun 7-8p	:30		NM	1	\$2,500.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
VVe	ek: 10/15/12	10/21/12	1	1	\$2,500.00	·····				
37	7 W <u>I</u> SN 10/07/				7-9am	:30		NM	5	\$2,000.00
144.	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
	eek: 10/01/12	10/07/12	1	1	\$400.00					
	ek: 10/08/12	10/14/12	1	1	\$400.00					
	ek: 10/15/12	10/21/12	1	1	\$400.00					
	eek: 10/22/12	10/28/12	1	1	\$400.00					
_	eek: 10/29/12	11/04/12	1	1	\$400.00					
38	8 WISN 10/14			With George Ste	•	:30		NM	2	\$2,000.00
104-	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
	eek: 10/08/12	10/14/12	1	1	\$1,000.00					
	eek: 10/15/12	10/21/12		0	\$0.00			- 1		
	eek: 10/22/12	10/28/12		0	\$0.00					
	eek: 10/29/12	11/04/12	1	1	\$1,000.00					
39	9 WISN 10/09/				T ue 7-8p	:30		NM	3	\$12,500.00
10/-	Start Date	End Date	<u>Weekdays</u> -1	Spots/Week	Rate					
	eek: 10/08/12	10/14/12		1	\$5,000.00	Managaran I amada	D-1-			
2	Spot <u>Ch</u> <u>Da</u> 1 W/SN 10	<u>ite Range</u>	<u>Description</u> 12 DanceRes	-	Start/End Time Tue 7-8p	Weekdays Length	Rate	<u>Type</u>		
	See MG 3		712 Dancertes	uns	rue 7-op	-Tu: :30	\$ 5,000.00	NM		
	3 WISN 10		/12 DWTS Re:	eulte	Tue 8-9p	-Tu: :30	\$5,000.00	NM		
	MG for 40.		712 DIVIONO	34113	1 de 0-5p	-1450	Ψ5,000.00	INIVI		
	-	•	/12 DWTS-Ju	does Analysis	Tue 7-8p	-Tu :30	\$2,500.00	NM		
	(f) MG for 40.			. 0		00	42,430.00	11171		
We	eek: 10/15/12	10/21/12		0	\$0.00					•
We	eek: 10/22/12	10/28/12	-1	1	\$5,000.00					
41	0 WISN 10/02/	/12 10/09/	12 HappyEnd		Tue 8-9p	:30	***************************************	NM	1	\$2,500.00
-11	Start Date	End Date	Weekdays	Spots/Week	Rate	.50		14141	ı	φε,ουυ.υυ
We	eek: 10/01/12	10/07/12	-1	1	\$2,500.00					

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spot	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee		TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate					,,
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu: :30	\$ 2,500.00	NM		
See MG 40.3						
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu: :30	\$ 2,500.00	NM		
⊕ See MG 40.4						
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
→ MG for 40.3 10/02						
Week: 10/08/12 10/14/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu: :30	\$ 2,500.00	NM		
See MG 39.3,39.4						
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30		NM	2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate					, ,,
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			- 1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu: :30	\$2,200.00	NM		
See MG 41.4	·					
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
Week: 10/08/12 10/14/12 0	\$0.00					
Week: 10/15/12 10/21/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2,200.00	NM		
Credited	•					
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		''''1	-	Ψ0,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30	\$3,000.00	NM		
Credited			40,000.00			
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			ŀ		
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			ŀ		
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM	4	67.000.00
Start Date End Date Weekdays Spots/Week	Rate	.30		INIVI	1	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00					
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		-20				
Start Date End Date Weekdays Spots/Week	·	:30		NM	2	\$2,600.00
	<u>Rate</u> \$1,300.00					
					_	
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		MM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	<u>Rate</u> \$225.00			1		
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00					
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			ļ		
TIVON THOUTE THINE I	UU.UCC			1		

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Contract / Revision Alt Order # 939457 / 7 06262067 Contract Dates

Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

					Spots/			
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				
48 WISN 10/15				10-1030p	:30	NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/15/12	10/21/12	1	1	\$1,600.00				
Week: 10/22/12	10/28/12	1	1	\$1,600.00			1	
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$1,600.00 \$1,600.00			1	
49 WISN 10/15			I					
49 VVISIN 10/15	/12 11/05/ End Date	12 The View <u>Weekdays</u>	Spots/Week	10-11am Rate	:30	NM	4	\$2,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	\$500.00				
Week: 10/22/12	10/28/12	1	1	\$500.00			l	
Week: 10/29/12	11/04/12	1	1	\$500.00				
Week: 11/05/12	11/11/12	1	1	\$500.00				
50 WISN 11/06	/12 11/06/	12 The View		10-11am	:30	NN	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				
Week: 11/05/12	11/11/12	-1	1	\$500.00			_	
51 WISN 10/15		12 ANDERSO	N COOPER	M-F 11A-12P	:30	NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/15/12	10/21/12	1	1	\$225.00				
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$225.00				
Week: 11/05/12	11/04/12	1	1	\$225.00 \$225.00			1	
52 WISN 10/29 Start Date	/12 11/05/ End Date	12 3-4p Weekdays	Spots/Week	3-4p	:30	NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	<u>Rate</u> \$500,00			1	
Week: 11/05/12	11/11/12	1	1	\$500.00				
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p	:30	NN	1 1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50			ΨΟ Ο Ο.ΟΟ
Week: 11/05/12	11/11/12	-1	1	\$500.00				
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P	:30	NN	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/29/12	11/04/12	1	1	\$600.00				
Week: 11/05/12	11/11/12	1	1	\$600.00			4	
55 WISN 10/15				5-530pm	:30	NA.	1 4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$1,000.00				
Week: 10/22/12	10/21/12	1	1	\$1,000.00				
Week: 10/29/12	11/04/12	1	1	\$1,000.00				
Week: 11/05/12	11/11/12	1	1	\$1,000.00				
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A	:30	NN	1 4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			'	Ψ1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00				
Week: 10/22/12	10/28/12	1	1	\$350.00				
Week: 10/29/12	11/04/12	1	1	\$350.00				
Week: 11/05/12	11/11/12	1	1	\$350.00			4	
57 WISN 10/08				6-630pm	:30	NN	1 5	\$6,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,200.00				
Week: 10/15/12	10/14/12	1	1	\$1,200.00				
TTOOK TOT TOT IZ	1 41 2 17 12	-	•	Ψ1,200.00			1	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 Product

Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Snots/

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/ ⁻	12 News M-F	За	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		•
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06		12 News M-F		6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22			-	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$850.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$850.00						
			1	\$850.00						
61 WISN 10/08				7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate				1		
Week: 10/05/12	10/14/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/13/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
			I							
62 WISN 11/06. Start Date			-	7-9a		:30		NM	1	\$1,000.00
Week: 11/05/12	End Date 11/11/12	Weekdays -1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
63 WISN 10/15										
Start Date	/12 11/05/1 End Date	12 LIVE WITH Weekdays	Spots/Week	9-10am		:30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	1	<u> 500(5/VVeek</u>	<u>Rate</u> \$450.00						
Week: 10/22/12	10/28/12	1 	i	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06/	/12 10/06/1	I2 PostBadgei	•	PostBadger		:30				04.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		ММ	1	\$1,000.00
Week: 10/01/12	10/07/12	S-	1	\$1,000.00						
65 WISN 10/06/	/12 10/06/1	12 BIG 12 Bad	gerPost	630-7p, 6-630p		:30		NM	4	#4 F00 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	1	\$1,500.00
Week: 10/01/12	10/07/12	S-	1	\$1,500.00				1		
66 WISN 10/04	/12 10/04/1	12 LastResort		Thu 7-8p		:30		NM	1	#2 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	1	\$3,000.00
Week: 10/01/12	10/07/12	T 	1	\$3,000.00						
67 WISN 10/04/	12 10/05/1	12 News M-F	ia	5-6A		:30		NM	4	#2 FA AA
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	1	\$350.00
Week: 10/01/12	10/07/12	TF	1	\$350.00						
68 WISN 10/06/	12 10/06/1	12 Sa 458-6a		456-6AM		:30		NM	1	¢350.00
Start Date	End Date	Weekdays	Spots/Week	Rate		,00		LABAI	ı	\$250.00
Week: 10/01/12	10/07/12	\$-	1	\$250.00]		
								•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/10/12 / 10/10/12



	Contract / Revision 939457 / 7	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
<u>Advertiser</u>	<u> O</u> r	iginal Date / Revision

Spots/ Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM \$200.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 \$200.00 1 70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM \$800.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 ---TF--2 \$400.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM \$1,500.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--\$1,500.00 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035| :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----s-\$250,00

Democratic Senatorial Ca

Totals 352 \$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	252	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	352	\$321,300,00	\$273,105,00

Signature:	 Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency and Sales and that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liabilify to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisty the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others,

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract,

CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or comme	ercial
materials and other property rumished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in	-i Ciai
connection with broadcasts except after its prior approval.	

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

53

Advertiser Ref

Contract Agreement Between: CONTRACT WISN TV

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision Advertiser Democratic Senatorial Campaign Committee 10/12/12 / 10/12/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling <u>Demographic</u> Adults 35+ IDB# Advertiser Code Product Code

0----

8091

Agency Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1		, = , = = = = = =
Week: 10/01/12	\$350.00		1		
Week: 10/08/12	\$350.00				
Week: 10/15/12	\$350.00				
Week: 10/22/12	\$350.00		1		
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/Week	Rate				+-01000.00
Week: 10/01/12	\$1,600.00				
Week: 10/08/12	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
3 W/SN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10	,	· •			
4 W/SN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10		•			
Week: 10/15/12	\$1,600.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	12	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate				ΨΦ,000.00
Week: 10/01/12	\$500.00		ŀ		
Week: 10/08/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>		
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500:00	NM		
See MG 11.15,11.16,11.17					
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17		********			
Week: 10/15/12	\$500.00				
Week: 10/22/12	\$500.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Week: 10/29/12

11 WISN 10/02/12

Start Date

11/04/12

End Date

11/02/12

-TWTF--

Weekdays

News M-F 5p

2

Spots/Week

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 Democratic Senatorial Ca / 10/12/12

						Spots/				
		Date Description	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/05/12 Week: 10/15/12	10/14/12 10/21/12	- TWTF -TWTF	1	\$950.00				Į		
Week: 10/13/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00 \$950.00						
5 WISN 10/02			•	·					_	
Start Date	End Date	Weekdays	Spots/Week	11p-1130p Rate		:30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				l.		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				ŀ		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00				ŀ		
6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					• •	Ψο, 100.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				l		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				ŀ		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 2	<u>Rate</u>						
Week: 10/05/12	10/14/12	-TWTF	2	\$300.00 \$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400,00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				l		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	- TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30	······································	NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1 100	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00	*****					
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						, , = = = = = =
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$600.00				ı		
Week: 10/15/12	10/14/12	-TWTF	2 2	\$600.00				l		
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$600.00						
Meek: 10/20/12	11/04/12	-1W16	2	\$600.00						

:30

15

\$16,200.00

\$600.00

Rate

5-530pm

(* Line Transactions: N = New, E = Edited, D = Deleted)

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See MG 31.6

759 N. 19th Street Milwaukee, WI 53233 Contract / Revision Alt Order# 939457 / 8 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

			iodiatio conatonal da			
						· -
*Line Ch Start Date End Da	ate Description	Start/End Time	Spo Days Length Wee		Type Spots	Amount
Start Date End Date	Weekdays Spots/Week	Rate			1	
Week: 10/01/12 10/07/12	-TWTF 2	\$1,000.00				
Week: 10/08/12 10/14/12	-TWTF 3	\$1,000.00				
Spot Ch Date Range	<u>Description</u>	Start/End Time	Weekdays Length	Rate	Type	
3 WISN 10/08/12-10/14/	12 News M-F 5p	5-530pm	-TuWThF :30	\$1,00 <u>0.00</u>	NM	
See MG 11.15,11.16,11.	.17	·		·		
4 WISN 10/08/12-10/14/		5-530pm	-TuWThF :30	\$1,000.00	NM	
See MG 11.15,11.16,11.						
15 WISN 10/11/12-10/11/		M-Su 530-6p	Th :30	\$3,000.00	NM .	
⊕ MG for 13.5,11.3,11.4,3.	.4,3.3					
	12 College Football Game #1	11a-230	Sa :30	\$700.00	NM	
₩ MG for 13.5,11.3,11.4,3.						
17 WISN 10/12/12-10/12/	-	1130-1230a	:30	\$500.00	NM	
		#4 000 00				
	-TWTF 3	\$1,000.00				
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	-TWTF 3	\$1,000.00				
	-TWTF 3	\$1,000.00				
12 WISN 10/02/12 11/02/13		5-6A	:30		NM 15	\$5,250.00
Start Date End Date	Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/12	-TWTF 2	\$350.00			ŀ	
Week: 10/08/12 10/14/12	-TWTF 3	\$350.00				
Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	-TWTF 3	\$350.00				
	-TWTF 3	\$350.00				
	-TWTF 4	\$350.00				
	2 News M-F 6p	6-630pm	:30		NM 13	\$15,600.00
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/12 Week: 10/08/12 10/14/12	-TWTF 2 -TWTF 3	\$1,200.00				
Spot Ch Date Range	-	\$1,200.00	Maria de la colonia	. .	_	
5 W/SN 10/08/12-10/14/	<u>Description</u> 12 News M-F 6p	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
See MG 11.15,11.16,11.		6-630pm	-TuWThF :30	\$ 1,200.00	NM	
Week: 10/15/12 10/21/12	-TWTF 3	\$1,200.00				
Week: 10/22/12 10/28/12	-TWTF 3	\$1,200.00			i	
Week: 10/29/12 11/04/12	-TWTF 3	\$1,200.00				
		·				
14 WISN 10/02/12 11/02/13 Start Date End Date		6-7A	:30		NM 15	\$15,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week 2	<u>Rate</u> \$1,000.00				
Week: 10/08/12 10/14/12	-TWTF 3	\$1,000.00				
Week: 10/15/12 10/21/12	-TWTF 3	\$1,000.00				
Week: 10/22/12 10/28/12	-TWTF 3	\$1,000.00			İ	
Week: 10/29/12 11/04/12	-TWTF 4	\$1,000.00				
N 15 WISN 10/02/12 11/02/1: Start Date End Date	Z Entertainment Fonight Weekdays Spots/Week	630p-7pm	:30		NM 10	\$8,500.00
Week: 10/01/12 10/07/12	-TWTF 2	<u>Rate</u> \$850.00				
Spot Ch Date Range	Description	Start/End Time	Weekdays Length	Pata	Type	
	12 Entertainment Tonight	630p-7pm	Weekdays Length -TuwThF :30	<u>Rate</u> \$850.00	<u>Type</u> <i>NM</i>	
See MG 23.6		Jook i hiii	7 GH7 (III , 30	\$000.00	IVIVI	
Week: 10/08/12 10/14/12	-TWTF 2	\$850.00			1	
Spot Ch Date Range	Description	Start/End Time	Weekdays Length	<u>Rate</u>	Туре	
4 WISN 10/08/12-10/14/		630 <i>p-7pm</i>	-TuWThF :30	\$850.00	NM	
	- ·	t - t	.00			

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/12/12 / 10/12/12 Democratic Senatorial Ca

*1: 0: 0: .5						Spot				
*Line Ch Start D				Start/End Time	Days	Length Wee	k Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00 \$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/1				7-9a		.20		NIL P	0.4	404 044 44
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00				ĺ		
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/1				9-10am		:30		NM	14	\$6,300.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$450.00				i		
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2 3	\$450.00 \$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00				1		
18 WISN 10/26/1				Fri 9-10p		:30		NIL 0		
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	 -1	1	\$3,000.00						
19 WISN 10/08/1	2 11/05/1	2 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IVIVI	J	Ψ 2 3,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00				l		
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
	e Range	<u>Description</u>	1	Start/End Time	<u>Weekda</u>		Rate	<u>Туре</u>		
3 W/SN 10/2 See MG 19.		/12 Dancing		Prime Other	M	:30	\$ 5,000.00	NM		
6 WISN 10/2		12 Dancing		Mon 7-8p	M	: :30	e			
⊕ MG for 19.3		12 Dancing		Mon 7-op	141	.30	\$5,000.00	NM		
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22/1	2 10/29/1	2 Castle		Mon 9-10p		:30		NM	1	\$4,000,00
	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	ı	\$4,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
	e Range	Description	<u>1</u>	Start/End Time	<u>Weekda</u>	<u>ys Length</u>	<u>Rate</u>	Type		
1 WISN 10/2	22/12-10/28/	/12 Castle		Mon 9-10p	M	:30	\$ 4,000.00	NM		
Credited Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06/1	2 11/03/1	2 Late News	Sa 10pm	10-1035p	•••••	:30		NM	5	\$3,000.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate		,		,,,,,,	Ü	45,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00				į		
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1-	1	\$600.00						
	11/04/12	1 -	1	\$600.00						
22 WISN 10/13/1		2 College Foo		230p-6p		:30		NM	1	\$6,500.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$6,500.00						
TOWN TOTOUT IM		-	ı	Ψ0,500.00				I		

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Contract / Revision Alt Order # 939457 06262067 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time		ite Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description	Start/End Time		<u>ite Type</u>	
1 W/SN 10/08/12-10/14/12 College Football Game #2	230 <i>p-6p</i>	Sa :30 \$6,500.	00 NM	
See MG 22.2	000 0			
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.	00 NM	
(b) MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	nto Typo	
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500	<u>tte Type</u> 00 NM	
See MG 23.6	0-030pm	3a50 4090.	99 10101	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.	00 NM	
⊕ MG for 15.1,23.1		, , , , , , , , , , , , , , , , , , ,	**	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length R	ate <u>Type</u>	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.		
See MG 23.7,23.8,23.9,23.10				
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.	00 NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.	00 NM	
₩ MG for 25.2,2.4,27.1,27.2,2.3,23.2				
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.	00 NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	M C., C 4020DM			
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.	00 NM	
	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00 \$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00 \$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p		-20		
Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM 4	\$2,800.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length R	ate <u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$700		
See MG 23.7,23.8,23.9,23.10		,55	*****	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	ቆ 3 በለለ ለላ
Start Date End Date Weekdays Spots/Week	Rate	.00	74101	\$3,000.00
Week: 10/01/12 10/07/121 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			

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Contract / Revision Alt Order # 939457 / 8 06262067 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start	Data End D	ate Description	.	Start/End Time	Davs	Spots Length Weel		Tuno Si	o e t o	A
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length wee	n nate	Type S _I	บบเธ	Amount
Week: 10/22/12	10/28/12	1-	<u>30013/Veek</u>	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p		:30		NM	0	\$0.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			v	Ψ0.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
	te Range	Description		Start/End Time	<u>Weekday</u>		Rate	<u>Type</u>		
1 WISN 10		•		630p-7p		Sa :30	\$500.00	NM		
Week: 10/22/12	3.7,23. <i>8,23</i> .9 10/28/12	7,23.70	0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00				l		
_	ite Range	Description	•	Start/End Time	Weekday	s Length	Rate	Туре		
2 W/SN 10	/29/12-11/04			630p-7p			\$50 0.00	NM		
See MG 2	3. <i>7</i> , <i>23.8</i> , <i>23</i> .9	,23.10								
28 WISN 10/13/	'12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1-	0 1	\$0.00 \$1.000.00				1		
29 WISN 10/06/ Start Date	′12 10/20/′ End Date	Weekdays	College Footbal Spots/Week	7-1030p Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	<u> </u>	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13	/12 11/03/	12 News Sat 7-	∙9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				l i		
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	1-	1	\$450.00 \$450.00						
N 31 WISN 10/07			IOnm	10p-1030p		:30		NM	5	£0.050.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	5	\$8,850.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
	ite Range	Description		Start/End Time	Weekda	<u>vs Length</u>	<u>Rate</u>	<u>Type</u>		
2 W/SN 10		/12 Late News	10pm	10p-1030p		\$ι :30	\$1,600.00	NM		
See MG 3		/12 World News	c Tonight	M Cu 520 Co	.,	.20	60 450 00	NIA		
⊕ MG for 31.		/ 12 VVOITO INEVV	s runigni	M-Su 530-6p	M	:30	\$2,450.00	NM		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00				1		
32 WISN 10/14	/12 11/04/	12 Late News S	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$950.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	<u>-</u> 1	1	\$950.00 \$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14				458-6AM	····	:30		NM	4	\$800.00
						-			•	+200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Week: 10/01/12

10/07/12

Contract / Revision Alt Order# 939457 / 8 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

						Spo	ts/			
		ate Description	on	Start/End Time	Days	Length Wee	k Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate				1		
Week: 10/15/12	10/14/12 10/21/12	<u>-</u> 1	1	\$200.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	<u>1</u>	1	\$200.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$200.00 \$200.00						
34 WISN 10/07	****		········							
Start Date	/12 11/04/ ⁻ End Date			530-6p		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00				•		
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	 1	1	\$500.00						
Week: 10/29/12	11/04/12	 1	1	\$500.00				·		
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	#0 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	b	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				- 1		
Week: 10/15/12	10/21/12	1	1	\$400.00				- 1		
Week: 10/22/12	10/28/12	 1	1	\$400.00				1		
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21		=		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						1 =10 0 0 0 0
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07/				7-9am		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate						•
Week: 10/08/12	10/0//12	1	1	\$400.00						
Week: 10/15/12	10/21/12	<u>-</u> 1	1	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	 1	1	\$400.00						
38 WISN 10/14/		2 This Week	With George Ste							
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1	<u>opots/vveek</u> 1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00				ŀ		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/	/12 10/23/1	2 DanceResi	ults	Tue 7-8p		:30	· · · · · · · · · · · · · · · · · · ·	NM	3	\$10 EAA AA
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		EADA	3	\$12,500.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
	te Range	Description	_	Start/End Time	<u>Weekda</u>	<u>ys Length</u>	<u>Rate</u>	Туре		
1 WISN 10		/12 DanceRes	ults	Tue 7-8p	-Tu 	:30	\$5,000.00	NM		
See MG 39		HO DIAITO DA	a16-a	T 00						
⊕ MG for 40.		12 DWTS Re	suits	Tue 8-9p	-Tu	: :30	\$5,000.00	NM		
		12 DWTS- Ju	daes Analysis	Tue 7-8p	T	.00	60 500 00			
⊕ MG for 40.		57710-00	agos mialysis	iue r-op	-Tu	:30	\$2,500.00	NM		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/	12 10/09/1	2 HappyEnd		Tue 8-9p		:30				**
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$2,500.00
Week: 10/01/12	10/07/12	-1	1	\$2.500.00						

\$2,500.00

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10/12/12 / 10/12/12



	Contract / Revision	Alt Order #
	939457 / 8	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	O	riginal Date / Revision

Democratic Senatorial Ca

	20	TOTALIO CONALONAL OF		
		Snotn/		
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Days Longill Wook Nate	Type opols	Amount
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ty</u> pe	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30 \$2,500.00	NM	
See MG 40.3				
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30 \$2,500.00	NM	
	Tue 7-8p	-Tu :30 \$2.500.00	N/N a	
(A) MG for 40.3 10/02	rue 7-op	.50 \$2,500.00	NM	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30 \$ 2,500.00	NM	
See MG 39.3,39.4				
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-11	<u>Rate</u> \$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	<u>Type</u> NM	
See MG 41.4				
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
(f) MG for 41.1 10/02				
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00			
Spot Ch Date Range Description	\$2,200.00 Start/End Time	Weekdays Length Rate	Tum -	
2 W/SN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	<u>Weekdays Length Rate</u> -Tu :30 \$2,200.00	<u>Type</u> NM	
Credited	, 44 0 , 55	.50 \$2,200.00	7 9797	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1	Rate		1	
Spot Ch Date Range Description	\$3,000.00 Start/End Time	Weekdays Length Rate	Tumo	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	<u>Weekdays Length Rate</u> -Tu :30 \$3,000.00	<u>Type</u> <i>NM</i>	
Credited	, 40 O Op	.50 \$0,000.00	14141	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	\$7,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	Rate			, ,
	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	· .	:30	NM 2	\$2,600.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2	<u>Rate</u> \$1,300.00		ļ	
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		0450 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 2	\$450.00
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate			+ 300.00
Week: 10/22/12 10/28/12 1 1	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			
	Ψ330.00		l	

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Week: 10/15/12

10/21/12

Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product 4 2 2 Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount End Date Start Date Weekdays Spots/Week Rate 11/05/12 WISN 10/15/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$1,600.00 Week: 10/22/12 10/28/12 1-----1 \$1,600.00 Week: 10/29/12 11/04/12 1 \$1,600.00 Week: 11/05/12 11/11/12 1 \$1,600.00 WISN 10/15/12 11/05/12 The View 10-11am :30 NM \$2,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$500.00 Week: 10/22/12 10/28/12 1----1 \$500.00 Week: 10/29/12 11/04/12 1-----1 \$500.00 Week: 11/05/12 11/11/12 1 \$500.00 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$500.00 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 1-----\$225.00 1 Week: 10/22/12 10/28/12 1----1 \$225.00 Week: 10/29/12 11/04/12 1----1 \$225.00 Week: 11/05/12 11/11/12 1-----1 \$225.00 WISN 10/29/12 11/05/12 3-4p :30 NM 2 \$1,000.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 10/29/12 11/04/12 1 \$500.00 Week: 11/05/12 11/11/12 1 \$500.00 WISN 11/06/12 11/06/12 3-4p 3-4p :30 NM 1 \$500.00 Start Date End Date Spots/Week Weekdays Rate Week: 11/05/12 11/11/12 -1----1 \$500.00 54 WISN 10/29/12 11/05/12 DR. OZ :30 NM 2 \$1,200.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/29/12 11/04/12 1-----\$600.00 1 Week: 11/05/12 11/11/12 1----\$600.00 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1-----\$1,000.00 1 Week: 10/22/12 10/28/12 1----1 \$1,000.00 Week: 10/29/12 11/04/12 1----1 \$1,000.00 Week: 11/05/12 11/11/12 1 \$1,000.00 WISN 10/15/12 11/05/12 News M-F 5a :30 NM 4 \$1,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$350.00 Week: 10/22/12 10/28/12 1----1 \$350.00 Week: 10/29/12 11/04/12 1 \$350.00 Week: 11/05/12 11/11/12 1 \$350.00 11/05/12 WISN 10/08/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 10/08/12 10/14/12 \$1,200.00 1

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\$1,200.00

1

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Contract / Revision Alt Order# 939457 06262067 / 8 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	Rate			
Week: 10/22/12	\$1,200.00 \$1,200.00			
Week: 11/05/12 11/11/12 1 1	\$1,200.00			
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM 4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		φΨ,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00 \$1,000.00			
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM 1	\$4,000,00
Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM 3	\$2,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	Rate			
Week: 10/29/12 11/04/12 1 1	\$850.00 \$850.00			
Week: 11/05/12 11/11/12 1 1	\$850.00			
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM 5	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	11	Ψ5,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00			
Week: 10/15/12	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00 \$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$450.00			
Week: 10/22/12 10/28/12 1 1	\$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00			
Week: 11/05/12 11/11/12 1 1	\$450.00			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/01/12 10/07/12S- 1	Rate \$1,000,00			
	\$1,000.00	.00		4
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week	630-7p, 6-630p Rate	:30	NM 1	\$1,500.00
Week: 10/01/12 10/07/12S- 1	\$1,500.00			
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12T 1	Rate			·
	\$3,000.00			
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A <u>Rate</u>	:30	NM 1	\$350.00
Week: 10/01/12 10/07/12TF 1	\$350.00			
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM 1	\$250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ200.00
Week: 10/01/12 10/07/12S- 1	\$250.00		l	

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	Contract / Revision 939457 / 8	Alt Order # 06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	15 33		
Advartiage	10	deinel Data / Davisia		

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/12/12 / 10/12/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time D	Days Length Week Rate	Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		351	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	251	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	351	\$321,300.00	\$273,105.00

Signature:	Date:	
_		

CONTRACT



And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 1 Product DSCC-IE Estimate # Contract Dates 10/02/12 - 11/06/12 **15**33 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 10/18/12 / 10/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingte Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 53 Agency Ref Advertiser Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1		**,000.00
Week: 10/01/12	\$350.00		1		
Week: 10/08/12	\$350.00				
Week: 10/15/12	\$350.00		- 1		
Week: 10/22/12	\$350.00				
Week: 10/29/12	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				v=0,200,00
Week: 10/01/12	\$1,600.00				
Week: 10/08/12	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10			1		
Week: 10/15/12	\$1,600.00				
Week: 10/22/12	\$1,600.00		1		
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	11	\$5,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				40,000.00
Week: 10/01/12	\$500.00				
Week: 10/08/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17			- 1		
4 W/SN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17			- 1		
Week: 10/15/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре		
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 5.9,5.10,5.11					

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 9 06262067

Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

Spots/

		ate Descriptio		Start/End Time	Days Len	Spoi gth Wee		TypeS	pots	Amount
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays -TWTF	Spots/Week	Rate						
Week: 10/29/12	11/04/12	-TWTF	3 4	\$500.00 \$500.00						
4 WISN 10/02					*****				_	_
Start Date	End Date	Weekdays	Spots/Week	1030p-11p Rate		:30		NM	5	\$4,750.00
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/02		12 Nightline		11p-1130p		:30		NM	10	\$8,900.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	1 2	\$750.00						
	ite Range	Description		\$750.00 Start/End Time	Washina	Lauath	Ditt	-		
3 W/SN 10			!	11p-1130p	<u>Weekdays</u> -TuWThF -	Length :30	<u>Rate</u> \$750.00	Type		
	9,5.10,5.11	'L' '''G''		11p-1100p	I GW I III	.30	\$1-20.00	NM		
9 WISN 10		/12 World New	s Tonight	*Sun 5-530p	Si	:30	\$1,500.00	NM		
				·			, ., .			
10 WISN 10.			s Tonight	*Sun 5-530p	St	:30	\$1,500.00	NM		
⊕ MG for 3.7			7.0	~ ^						
11 WISN 10a ⊕ MG for 3.7			7-9a	7-9am	St	:30	\$650.00	NM		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02/		******		M-F 11A-12P		-20		110		
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/15/12	10/14/12	-TWTF	2 2	\$300.00 \$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/	12 11/02/1			M-F 2-3P		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30	*****	NM	10	\$5,000.00
<u>Start Date</u> Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						10,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$500.00 \$500.00						
1100K, 10/00/12	10/14/12	- 1 M 1 L	2	\$500.00				l		

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Contract / Revision Alt Order # / 9 939457 06262067

Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

gth	Week	Rate	Type Spots	Am
	Spots/			

					Spot	ts/			
*Line Ch Start Date End Date	e Description		Start/End Time	Days Ler	igth Wee	k Rate	Type S	pots	Amount
		ots/Week	<u>Rate</u>					***************************************	
	·TWTF	2	\$500.00						
	TWTF	2	\$500.00						
Week: 10/29/12 11/04/12 -	TWTF	2	\$500.00						
10 WISN 10/02/12 11/02/12	DR. OZ		4P-5P		:30		NM	10	\$6,000.00
		ots/Week	<u>Rate</u>					. •	4-,000.00
	·TWTF	2	\$600.00						
	TWTF	2	\$600.00						
	TWTF	2	\$600.00						
	TWTF	2	\$600.00						
	TWTF	2	\$600.00						
11 WISN 10/02/12 11/02/12	News M-F 5p		5-530pm		:30	· · · · · · · · · · · · · · · · · · ·	NM	15	\$16,200.00
Start Date End Date V	Veekdays Sp	ots/Week	Rate						\$10,200.00
	TWTF	2	\$1,000.00						
	TWTF	3	\$1,000.00						
Spot Ch Date Range	<u>Description</u>		Start/End Time	<u>Weekdays</u>	Length	Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12			5-530 <i>pm</i>	-TuwThF	:30	\$1,000.00	NM		
See MG 11.15,11.16,11.17						•			
4 WISN 10/08/12-10/14/12			5-530 <i>pm</i>	-TuWThF	:30	\$1,000.00	NМ		
See MG 11.15,11.16,11.17									
15 WISN 10/11/12-10/11/12	World News Tor	night	M-Su 530-6p	Th	:30	\$3,000.00	NM		
® MG for 13.5,11.3,11.4,3.4,									
16 WISN 10/13/12-10/13/12		Game #1	11a-230	 5a	:30	\$700.00	MM		
⊕ MG for 13.5,11.3,11.4,3.4,									
17 WISN 10/12/12-10/12/12			1130-1230a	F	:30	\$500.00	NM		
⊕ MG for 13.5,11.3,11.4,3.4,		_							
	TWTF	3	\$1,000.00						
	TWTF	3	\$1,000.00						
Week: 10/29/12 11/04/12 -	TWTF	3	\$1,000.00				1		
	News M-F 5a		5-6A		:30		NM	15	\$5,250.00
		ots/Week	<u>Rate</u>						V-,2-0.00
	TWTF	2	\$350.00						
	TWTF	3	\$350.00				l l		
	TWTF	3	\$350.00						
	TWTF	3	\$350.00						
·····	TWTF	4	\$350.00						
N 13 WISN 10/02/12 11/02/12	News M-F 6p		6-630pm		:30		NM	11	\$13,200.00
		ots/Week	<u>Rate</u>						410,200.00
	TWTF	2	\$1,200.00						
	TWTF	3	\$1,200.00						
Spot Ch Date Range	<u>Description</u>		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
5 W/SN 10/08/12-10/14/12			6-630 <i>pm</i>	-TuWThF	:30	\$ 1,200.00	NM		
See MG 11.15,11.16,11.17		_							
	TWTF	3	\$1,200.00						
Spot Ch Date Range	<u>Description</u>		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
6 WISN 10/15/12-10/21/12	News M-F 6p		6-630 <i>pm</i>	-TuWThF	:30	\$1,200.0 0	NM		
See MG 5.9,5.10,5.11	Manua 44.5.0								
7 W/SN 10/15/12-10/21/12	ivews M-F 6p		6-630 <i>pm</i>	-TuWThF	:30	\$1,200.00	NM		
See MG 5.9,5.10,5.11 Week: 10/22/12 10/28/12 -	Turr	•	04 000 00						
Week: 10/22/12 10/28/12 -	TWTF	3	\$1,200.00						

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Contract / Revision Alt Order # 939457 / 9 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

*Line Ch Start D	ate End Da	ate Description	ı	Start/End Time	Days	Spots Length Wee		TypeS	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$1,200.00						
14 WISN 10/02/1	2 11/02/1		ia	6-7A		:30		NM	16	£45 000 00
	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/1			_	630p-7pm		:30		NM	10	\$8,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
–	e Range	Description	2	\$850.00	Monted a	- ! 41-	5-1	_ I		
1 WISN 10/0				Start/End Time 630p-7pm	Weekday: -TuWThF		Rate	<u>Type</u>		
See MG 23.		12 CINOILAIIII	ant rongin	030μ- <i>τ</i> μπι	- Tuwin-	:30	\$850.00	NM		
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Spot Ch Date	e Range	Description		Start/End Time	Weekday	s Length	Rate	Туре		
4 WISN 10/0	08/12-10/14/	12 Entertainme	ent Tonight	630p-7pm	-TuWThF		\$850.00	NM		
See MG 31.	-									
	10/21/12	-TWTF	3	\$850.00						
	10/28/12	-TWTF	2	\$850.00				l l		
	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/1				7-9a		:30		NM	21	\$21,000.00
	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
	10/07/12	-TWTF	3 4	\$1,000.00						
	10/21/12	-TWTF	4	\$1,000.00 \$1,000.00						
	10/28/12	-TWTF	5	\$1,000.00						
	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/1	2 11/02/1	2 LIVE WITH	KELLYL	9-10am		:30				00.00
	End Date	Weekdays	Spots/Week	Rate		.30		MM	14	\$6,300.00
	10/07/12	-TWTF	2	\$450.00						
	10/14/12	-TWTF	2	\$450.00						
	10/21/12	-TWTF	3	\$450.00						
	10/28/12	-TWTF	3	\$450.00						
-	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/1:				Fri 9-10p		:30		NM	1	\$3,000.00
	End Date 10/28/12	Weekdays 1	Spots/Week	Rate						
			1	\$3,000.00						
19 WISN 10/08/1: Start Date			0	Prime Other		:30		NM	5	\$25,000.00
	End Date 10/14/12	Weekdays 1	Spots/Week	<u>Rate</u> \$5,000,00						
	10/21/12	1	1	\$5,000.00 \$5,000.00						
	10/28/12	1	1	\$5,000.00						
Spot Ch Date	Range	Description	•	Start/End Time	Weekday	s Length	Rate	<u>Type</u>		
3 W/SN 10/2	2/12-10/28/			Prime Other	M	:30	\$5,000.00	NM		
See MG 19.		_					, , , , , , , , , , , , , , , , , , , ,	, 4141		
6 WISN 10/2		12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
₩ MG for 19.3		-								
Week: 10/29/12	11/04/12	1	1	\$5,000.00				1		

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	Contract / Revision 939457 /	9 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser Democratic Senatorial	Са	Original Date / Revision 10/18/12 / 10/18/12	

*Line Ch Start Date End Date Description	Start/End Time		ots/	T 0		
Start Date End Date Weekdays Spots/Week	Rate	Days Length W∈	ek Rate	TypeS	pots	Amount
Week: 11/05/12 11/11/12 1 1	\$5,000.00					
20 WISN 10/22/12 10/29/12 Castle Start Date End Date Weekdays Spots/Week	Mon 9-10p	:30		NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00					¥ 1,500.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Data	-		
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	Weekdays Length	<u>Rate</u> \$4,000.00	<u>Type</u> NM		
Credited	,	.00	Ψ 1,000.00	IVIVI		
Week: 10/29/12 11/04/12 1 1	\$4,000.00					
21 WISN 10/06/12 11/03/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week	10-1035p	:30		NM	5	\$3,000.00
Week: 10/01/12 End Date Weekdays Spots/Week	Rate				ŭ	40,000.00
Week: 10/08/12 10/14/121- 1	\$600.00 \$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30				
Start Date End Date Weekdays Spots/Week	Rate	.50		NM	1	\$6,500.00
Week: 10/08/12 10/14/121 1 Spot Ch Date Range Description	\$6,500.00					
	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
1 W/SN 10/08/12-10/14/12 College Football Game #2 See MG 22.2	230p-6p	Sa :30	\$6,500.00	NM		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	7. A0				
● MG for 22.1 10/13	200p-op	 -Sa :30	\$6,500.00	NM		
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30				
Start Date End Date Weekdays Spots/Week	Rate	.50		NM	8	\$8,250.00
Week: 10/01/12 10/07/121 1	\$500.00					
<u>Spot Ch </u>	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 23.6	6-630 <i>pm</i>	Sa :30	\$500.00	NM		
6 WISN 10/01/12-10/07/12 Late News 1030PM	10205 115	Name of participation of the second				
⊕ MG for 15.1,23.1	1030p-11p	MTuWThF :30	\$1,350.00	NM		
Week: 10/08/12 10/14/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Туре		
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM						
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30	\$1,500.00	NM		
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	little an				
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030р-11р	WThF :30	\$1,500.00	NM.		
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	AIRA		
MG for 25.2,2.4,27.1,27.2,2.3,23.2			\$1,500.00	NM		
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30	\$900.00	NM		
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12 10/21/121- 1	0====					
Week: 10/12/12 10/28/121- 1	\$500.00			[
Week: 10/29/12 11/04/121-	\$500.00 \$500.00			Ī		
24 WISN 10/13/12 11/03/12 Sa 458-6a						
Start Date End Date Weekdays SpotsMook	456-6AM <u>R</u> ate	:30		NM	4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00					

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10/18/12 / 10/18/12



Alt Order# Contract / Revision 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

	Dei	nociatic Senatorial Ca	10/16/12 /	10/18/12
		Spots/		
*Line Ch Start Date End Date Description	Start/End Time		Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121- 1	Rate			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00 \$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 4	\$2,800.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	NM NM	
See MG 23.7,23.8,23.9,23.10		4.00.00	, 4707	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$700.00			
	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	Rate			40,000.00
Week: 10/08/12 10/14/121	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 0	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0				
Week: 10/29/12 11/04/121 1	\$0.00			
Spot Ch Date Range Description	\$500.00	Manufacture 1 (1)		
2 WISN 10/29/12-11/04/12 SA 630-7p	Start/End Time 630p-7p	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	050ρ-7ρ	Sa :30 \$500.00	NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	-20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 3	\$2,000.00
Week: 10/08/12 10/14/121- 1	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/08/12-10/14/12 Sat 630-7p	630-7p	Sa :30 \$1,000.00	NM	
See MG 28.3,28.4 3 WISN 10/16/12-10/19/12 Jimmy Kimmel				
(9) MG for 28.1 10/13	1130-1230a	-TuWThF :30 \$500.00	NM	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-Tuittle :00 ccc		
⊕ MG for 28.1 10/13	1100-12008	-TuWThF :30 \$500.00	NM	
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/121- 1	\$1,000.00			
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal		:30		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00		i	
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/122- 2	\$1,000.00	Ph.		
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
				¥1,000.00

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Contract / Revision Alt Order # 939457 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Ctart Date Full D. L. D. L. H.		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1				****
Week: 10/15/12 10/21/121- 1	\$450.00 \$450.00			
Week: 10/22/12 10/28/121- 1	\$450.00 \$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p			
Start Date End Date Weekdays Spots/Week		:30	NM 5	\$8,850.00
Week: 10/01/12 10/07/121 1	\$1,600.00			
Week: 10/08/12 10/14/121 1	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
2 WISN 10/08/12-10/14/12 Late News 10pm See MG 31.6	10p-1030p	- SL :30 \$1,600.00	NM	
6 WISN 10/15/12-10/15/12 World News Tonight	M Su 500 6-			
⊕ MG for 31.2,15.4	M-Su 530-6p	M :30 \$2,450.00	NM	
Week: 10/15/12 10/21/121 1	\$1,600.00			
Week: 10/22/12 10/28/121 1	\$1,600.00			
Week: 10/29/12 11/04/121 1	\$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	AINA 4	
Start Date End Date Weekdays Spots/Week		.50	NM 4	\$3,800.00
Week: 10/08/12 10/14/121 1	\$950.00			
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$950.00			
341-11 10/00/10	\$950.00			
	\$950.00			
33 WISN 10/14/12 11/04/12 Su 458-6a Start Date End Date Weekdays Spots/Week	458-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate			4400.00
Week: 10/15/12 10/21/121	\$200.00 \$200.00		i	
Week: 10/22/12 10/28/121 1	\$200.00			
Week: 10/29/12 11/04/121 1	\$200.00			
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 5	\$2,500.00
Week: 10/01/12 10/07/121 1	\$500.00			
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$500.00			
Mississ do 100 HO	\$500.00		İ	
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$500.00			
	\$500.00			
Charles II I I I I I I I I I I I I I I I I I	6-7a	:30	NM 5	\$2,000.00
Week: 10/01/12	<u>Rate</u> \$400.00			,
Week: 10/08/12 10/14/121 1	\$400.00			
Week: 10/15/12 10/21/121	\$400.00			
Week: 10/22/12 10/28/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00			
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NINA	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$2,500.00
Week: 10/15/12 10/21/121 1	\$2,500.00			
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM 5	\$2,000,00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate	-	11111	\$2,000.00
vveek. 10/01/12 10/07/121 1	\$400.00			

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

	Democratic Senatorial Ca				/ 10	
	art/End Time	Spo Days Length Wes		TypeSp	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate					
Mook: 10/15/10 10/04/10	\$400.00					
Week: 10/22/12 10/28/121 1	\$400.00 \$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George Step930		:30				
Start Date End Date Weekdays Spots/Week	Rate	.30		NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1 \$	31,00 0.00					
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 0	\$0.00					
	1,000.00					
	e 7-8p	:30		NM	3	£10 E00 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1 \$8	<u>Rate</u> 5,000.00			1.4141	3	\$12,500.00
Spot Ch Date Range Description Sta	•	Weekdays Length	Rate	Tuna		
1 WISN 10/08/12-10/14/12 DanceResults Tu	ue 7-8p	-Tu :30	\$5,000,00	<u>Type</u> <i>NM</i>		
See MG 39.3,39.4	·	.00	ψ 0,000.00	IVIVI		
3 WISN 10/08/12-10/14/12 DWTS Results Tu ⊕ MG for 40.2,39.1	ıe 8-9p	-Tu: :30	\$5,000.00	NM		
A MICH 10/00/10 10/14/10 PMTO 1	- 70					
(9) MG for 40.2,39.1	ıe 7-8p	-Tu :30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 -1 1 \$5	5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd Tue	e 8-9p	:30				
Start Date	Rate	.30		NM	1	\$2,500.00
Snot Ch Data Dance D 1 11	2,500.00					
1 14/15/1 40/04/40 40/07/40		<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	Type		
See MG 40.3	ie 8-9p	-Tu :30	\$2,500.00	NM		
3 M/SN 10/01/13 10/07/13 DUTO 5 "						
® See MG 40.4	re 8-9p	-Tu - :30	\$ 2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS Tue	e 7-8p	-Tu :30	\$2,500.00			
	- · • •	.50	\$2,500.00	NM		
	2,500.00					
Spot Ch Date Range Description Sta	art/End Time	Weekdays Length	Rate	Type		
2 WISN 10/08/12-10/14/12 HappyEnd Tue		-Tu :30	\$2,500,00	NM		
See MG 39.3,39.4			,			
	9-10p	:30		NM	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12	Rate			,,	-	Ψ+,+00.00
Snot Ch Data Danna	2,200.00					
4 M/SN 40/04/40 40/07/40		<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u>Type</u>		
See MG 41.4	e 9-10p	-Tu: :30	\$ 2,200.00	NM		
4 WISN 10/01/12-10/07/12 Scandal Thu	u 9-10p -	Th ·30	00.000.00			
MG for 41.1 10/02	- U 10p	Th :30	\$2,200.00	NM		
Week: 10/08/12 10/14/12 0	\$0.00					
Week: 10/15/12 10/21/12 -1 1 \$2,	2,200.00					
Spot Ch Date Range Description Star		Neekdays Length	Rate	Type		
2 WISN 10/15/12-10/21/12 PrivatePractice Tue		-Tu: :30	\$2,200.00	<u>⊤ype</u> NM		
Credited			72,200 .00	14141		

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 / 9 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/18/12 / 10/18/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeSpots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/22/12 10/28/12 0	<u>k Rate</u> \$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/15/12 10/21/12 -1 1	<u>k Rate</u> \$3,000.00			, ,
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu:30 \$3,000.00	NM	
Credited Week: 10/22/12 10/28/12 -1 1	¢2 000 00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #		:30	NM 1	\$7,000.00
Start Date	<u>k Rate</u>	,		Ψ1,000.00
Week: 10/22/12 10/28/121- 1 44 WISN 11/03/12 11/03/12 ABC Prime College Footl	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footi Start Date End Date Weekdays Spots/Wee		:30	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/22/12 10/28/122 2	<u>k Rate</u> \$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	 NM 1	005000
Start Date End Date Weekdays Spots/Wee	<u>k Rate</u>	.30	NM 1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Wee	2-3pm/1-2p k Rate	:30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/15/12 10/21/12 1 1				71,700,00
Week: 10/22/12 10/28/12 1 1	\$1,600.00 \$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View <u>Start Date</u> <u>End Date</u> Weekdays Spots/Wee	10-11am	:30	NM 4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/15/12 10/21/12 1 1	<u>K Rate</u> \$500.00			
Week: 10/22/12 10/28/12 1 1	\$500.00			
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1 50 WISN 11/06/12 11/06/12 The View	\$500.00			
Start Date End Date Weekdays Spots/Wee	10-11am <u>k Rate</u>	:30	NM 1	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 4	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/15/12 10/21/12 1 1	<u>k Rate</u> \$225.00		ļ	
Week: 10/22/12 10/28/12 1 1	\$225.00			
Week: 10/29/12 11/04/12 1 1	\$225.00			
Week: 11/05/12 11/11/12 1 1	\$225.00	- Marie - Mari	<u> </u>	
52 WISN 10/29/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u>	3-4p <u>k Rate</u>	:30	NM 2	\$1,000.00
<u> </u>	7 <u>1/916</u>		1	

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Week: 10/22/12

Week: 10/29/12

10/28/12

11/04/12

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Contract / Revision Alt Order# 939457 / 9 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Start	Date End C	lata Docarinti	on.	Stort/End Time	Davia	Spots/	D 1	- 0	•	
Start Date	End Date			Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Week: 10/29/12	11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30	······	NM	4	F = 0.0 0.0
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	1	\$500.00
Week: 11/05/12	11/11/12	- 1	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ	******	4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7.1,200.00
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$600.00						
	11/11/12	1	1	\$600.00	***************************************					
55 WISN 10/15 Start Date			•	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 -	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					•	Ψ1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$350.00						
				\$350.00						
57 WISN 10/08 Start Date	/12 11/05/ End Date	12 News M-F Weekdays	6p Spots/Week	6-630pm		:30		MM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	<u>3pois/veek</u> 1	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/ ⁻		6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
59 WISN 11/06			6-	****			0.0			
Start Date	End Date	Weekdays	Spots/Week	6-7A <u>Rate</u>		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22	/12 11/05/	12 Entertainm	ent Tonight	630p-7pm	-	:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	72,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00				l		
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/20/10	7	1 4	Ψ1,000.00						

\$1,000.00

\$1,000.00

1

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Contract / Revision Alt Order# 06262067 939457 / g Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/18/12 / 10/18/12

Democratic Senatorial Ca

Totals

351

\$321,300.00

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	ate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$1,000.00				
62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	7-9a <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	9-10am <u>Rate</u> \$450.00	:30	NM	4	\$1,800.00
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00				
64 WISN 10/06/12 10/06/12 PostBadger Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	PostBadger <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date	5-6A <u>Rate</u> \$350.00	:30	NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	i) :30	NM	1	\$250.00
				L	

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 251 \$232,100.00 \$197,285.00 10/29/12 -11/06/12 \$89,200.00 100 \$75,820.00 Totals 351 \$321,300.00 \$273,105.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept a positive.



	<u>Contract / Ro</u> 939457	evisi /	<u>on</u> 9	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE			Estimate # 1533	7
<u>Advertiser</u> Democratic Senatoria	I Ca			oinal Date / Revision 0/18/12 / 10/18/12	1

Signature: D	Date:
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CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 1 10 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 10/24/12 / 10/24/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

*Line Ch Stat Data End Data Descripti		Spo	ots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length We	ek Rate	Type S	pots	Amount
1 WISN 10/02/12 11/02/12 General Hospital Start Date End Date Weekdays Spots/Wee	2-3pm/1-2p	:30		NM	10	\$3,500.00
<u>Start Date End Date Weekdays Spots/Wee</u> Week: 10/01/12	<u>Rate</u> \$350.00			i		
Week: 10/08/12 10/14/12 -TWTF 2	\$350.00					
Week: 10/15/12 10/21/12 -TWTF 2	\$350.00					
Week: 10/22/12	\$350,00			ŀ		
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00					
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30		NM	40	#40 000 aa
Start Date	•	.50		INIVI	12	\$19,200.00
Week: 10/01/12	\$1,600.00					
Week: 10/08/12	\$1,600.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
3 W/SN 10/08/12-10/14/12 Late News 10PM	10-10 <i>3</i> 0p	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10						
4 W/SN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TwTF 4						
	\$1,600.00					
	\$1,600.00					
Spot Ch Date Range Description 10 W/SN 10/22/12-10/28/12 Late News 10PM	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
	10-1030p	-TuWThF :30	\$1,600.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13 Week: 10/29/12 11/04/12 -TwTF 4						
	\$1,600.00					
N 3 WISN 10/02/12 11/02/12 The View Start Date End Date Weekdays Snots/Mee	10-11am	:30		NM	10	\$5,000.00
10/						
Week: 10/01/12	\$500.00					
Spot Ch Date Range Description	\$500.00					
3 WISN 10/08/12-10/14/12 The View	Start/End Time	Weekdays <u>Length</u>	Rate	<u>Type</u>		
See MG 11.15,11.16,11.17	10-11am	-TuWThF :30	\$500.00	NM		
4 W/SN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30	4500.00		•	
See MG 11.15,11.16,11.17	ro-rrain	-TuWThF :30	\$500.00	NM		
Week: 10/15/12 10/21/12 -TwTF 3	\$500.00					

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10/24/12 / 10/24/12



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

	Democratic Centernal Ce
*Line Ch Start Date End Date Description Start/E	Spots/
	end Time Days Length Week Rate Type Spots Amount
	Rate
F 14/(OA) 40/45/40 40/04/40	<u> Ind Time Weekdays Length Rate Type</u>
5 WISN 10/15/12-10/21/12 The View 10-11	am -TuwThF :30 \$500.00 NM
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14	
7 WISN 10/15/12-10/21/12 The View 10-11a	am -TuwThF :30 \$500.00 NM
See MG 5.9,5.10,5.11 Week: 10/22/12 10/28/12 -TWTF 3 \$50	
181-1-1-40100440	00.00
	00.00
4 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-	11p :30 NM 5 \$4,750.00
	Rate
ted t desemble	50.00
1011-40/45/40 40/01/10	0.00
101-1-10100110	0.00
1011-40/00440	0.00
	0.00
N 5 WISN 10/02/12 11/02/12 Nightline 11p-11:	30p :30 NM 9 \$8.150.00
Start Date End Date Weekdays Spots/Week	30 NM 9 \$8,150.00 Rate
Week: 10/01/12	0.00
	0.00
Week: 10/15/12	0.00
Spot Ch Date Range Description Start/E	nd Time Weekdays Length Rate Type
3 WISN 10/15/12-10/21/12 Nightline 11p-11	
See MG 5.9,5.10,5.11	, , , , , , , , , , , , , , , , , , , ,
4 W/SN 10/15/12-10/21/12 Nightline 11p-11	/30p -TuwThF :30 \$ 750.00 NM
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14	
9 WISN 10/21/12-10/21/12 World News Tonight *Sun 5	i-530pSt :30 \$1,500.00 NM
(H) MG for 3.7,13.6,13.7,5.3	
10 WISN 10/28/12-10/28/12 World News Tonight *Sun 5	-530pSt :30 \$1,500.00 NM
(H) MG for 3.7,13.6,13.7,5.3	
11 WISN 10/21/12-10/21/12 News Sun 7-9a 7-9am	 ระ :30 \$650.00 NM
MG for 3.7,13.6,13.7,5.3	
101-1-10100110	0.00
	0.00
6 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11/	A-12P :30 NM 14 \$3,150.00
	Rate 45, 150.00
tad t talance :	5.00
	5.00
	5.00
	5.00
Week: 10/29/12 11/04/12 -TWTF 4 \$22	5.00
7 WISN 10/09/12 11/02/12 THE CHEW 12P-1P	:30 NM 8 \$2.4nn.nn
Clad Data For Data 147 1 h	:30 NM 8 \$2,400.00
Week: 10/08/12	
Week: 10/15/12	0.00
Week: 10/22/12	0.00
1011- 4010040 440-44-	0.00
8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3	D
Charles Follows 100	P :30 NM 10 \$4,000.00
Week: 10/01/12 10/07/12 -TWTF 2 \$400	
Week: 10/08/12	
	···

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Specified,
Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Week: 10/08/12

10/14/12

-TWTF--

Alt Order# Contract / Revision 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

						Spo	ts/	***		
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Wee		Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$400.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF -TWTF	2 2	\$400.00 \$400.00						
9 WISN 10/02										
Start Date	/12 11/02/ End Date	12 3-4p Weekdays	Spots/Week	3-4p Rate		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/			4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					, ,	ΨΟ,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$600.00						
Week: 10/13/12	10/21/12	-TWTF -TWTF	2 2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00 \$600.00						
N 11 WISN 10/02/										
Start Date	End Date	Weekdays	op Spots/Week	5-530pm Rate		:30		NM	14	\$15,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
	ite Range	Descriptio	<u>n</u>	Start/End Time	Weekday	s <u>Leng</u> th	Rate	Type		
3 W/SN 10.			5p	5-530pm	-TuWThF		\$1,00 <u>0.00</u>	NM		
See MG 1	1.15,11.16,1	1.17								
4 WISN 10.			5p	5-530pm	-TuWThF	: :30	\$1,000.0 0	NM		
15 WISN 10	1.15,11.16,1 /11/12-10/14		va Taniaht	M Cu 500 Ca						
⊕ MG for 13.			vs ronight	M-Su 530-6p	Th-	:30	\$3,000.00	NM		
			ootball Game #1	11a-230		Sa :30	\$700.00	NM		
MG for 13.	5,11.3,11.4,3	3.4,3.3				.50	φ100.00	INIVI		
17 WISN 10	/12/12-10/12	/12 Jimmy Kin	nmel	1130-1230a	- F	:30	\$500.00	NM		
							*******	,		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
	ite Range	<u>Descriptio</u> /12 News M-F		Start/End Time	Weekday		<u>Rate</u>	<u>Type</u>		
			· əp 11,34.12,34.13,34	5-530pm	-TuWThF	:30	\$1,000.00	NM		
Week: 10/29/12	11/04/12	-TWTF	11,54.12,54.15,54 3	\$1,000.00						
12 WISN 10/02/	/12 11/ 0 2/	12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,,,,,	10	φ5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3 4	\$350.00						
	·······		·	\$350.00						
N 13 WISN 10/02/ Start Date	/12 11/02/ ⁻ End Date	12 News M-F Weekdays	•	6-630pm		:30		NM	10	\$12,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00				.		
Meek: 10/08/12	10/14/12	-There	2	ψ1,£00.00						

\$1,200.00

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Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Alt Order # Contract / Revision 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Ctod/Fud Time	Spots/		
	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> <u>Start/End Ti</u> me	Modern Lauren D.		
5 W/SN 10/08/12-10/14/12 News M-F 6p	6-630 <i>pm</i>	Weekdays Length Rate -TuWThF :30 \$4,200,00	<u>Type</u>	
See MG 11.15,11.16,11.17	0-030pm	-TuWThF :30 \$ 1,200.00	NM	
Week: 10/15/12 10/21/12 -TwTF 3	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM NM	
See MG 5.9, 5.10, 5.11	•	ψ1,200.00	14107	
7 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$ 1,200.00	NM	
See MG 5.9,5.10,5.11				
8 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$ 1,200.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 Week: 10/22/12 10/28/12 -TWTF 3				
Week: 10/22/12	\$1,200.00 \$1,200.00			
01 15 4 5 15 15 15 15 15 15 15 15 15 15 15 15 1	6-7A	:30	NM 15	\$15,000.00
Week: 10/01/12	<u>Rate</u> \$1,000.00			
Week: 10/08/12	\$1,000.00		ł	
Week: 10/15/12	\$1,000.00			
Week: 10/22/12	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00			
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 8	***
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 8	\$6,800.00
Week: 10/01/12	\$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 W/SN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM	
See MG 23.6 Week: 10/08/12				
Week: 10/08/12 10/14/12 -TwTF 2 Spot Ch Date Range Description	\$850.00	34. 1. ()		
4 W/SN 10/08/12-10/14/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Rate	<u>Type</u>	
See MG 31.6	050p-7 pm	-TuWThF :30 \$ 850.00	NM	
Week: 10/15/12 10/21/12 -TWTF 3	\$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
6 W/SN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	4.14	V-1	7410,	
Week: 10/22/12	\$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>	
8 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$ 850.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3. Week: 10/29/12 11/04/12 -TwTF 3				
	\$850.00			
16 WISN 10/02/12 11/02/12 Good Morning America Start Date End Date Weekdays Spots/Week	7-9a	:30	NM 21	\$21,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 3	<u>Rate</u> \$1,000.00			
Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00			
Week: 10/15/12	\$1,000.00			
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00		1	
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NIM 4:	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 14	\$6,300.00
Week: 10/01/12	\$450.00			
			ı	

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Contract / Revision Alt Order # 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

*Line Oh Charl Data Ford Data Data Data		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -TWTF 2	Rate			
Week: 10/08/12	\$450.00 \$450.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$450.00 \$450.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00 \$450.00		:	
18 WISN 10/26/12 10/26/12 2020				
Start Date End Date Weekdays Spots/Week	Fri 9-10p Rate	:30	NM 1	\$3,000.00
Week: 10/22/12 10/28/121 1	\$3,000.00		i	
N 19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM 4	\$20,000,00
Start Date End Date Weekdays Spots/Week	Rate	.00	14101	\$20,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00			
Week: 10/15/12 10/21/12 1 1	\$5,000.00			
Week: 10/22/12 10/28/12 1 1	\$5,000.00		1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12 Dancing See MG 19.6	Prime Other	M :30 \$ 5,000.00	NM	
6 W/SN 10/22/12-10/28/12 Dancing	Man 7 On			
® See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	Mon 7-8p	M: :30 \$5,000.00	NM	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
N 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	hisa a	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 0	\$0.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ty</u> pe	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M: :30 \$4,000.00	NM	
Credited				
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
Spot Ch Date Range Description 2 WISN 10/29/12-11/04/12 Castle	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/29/12-11/04/12 Castle See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	Mon 9-10p	M :30 \$4,000.00	NM	
			·····	
21 WISN 10/06/12 11/03/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week	10-1035p	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6 E00 00
Start Date End Date Weekdays Spots/Week	Rate		1410	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 W/SN 10/08/12-10/14/12 College Football Game #2	230 <i>p-6p</i>	 Sa :30 \$ 6,500.00	NM	
See <i>MG</i> 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER	230+ 6-			
2 WISN 10/06/12-10/06/12 College Football BADGER MG for 22.1 10/13	230р-6р	 -Sa :30 \$6,500.00	NM	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	C C20pp	00		
Start Date End Date Weekdays Spots/Week	6-630pm <u>Rate</u>	:30	NM 8	\$8,250.00
Week: 10/01/12 10/07/121- 1	\$500.00			
			j	

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10/24/12 / 10/24/12



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 10	<u>Alt Order #</u> 0 <i>6</i> 262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date Fuel Date Date :		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate			
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u> Type</u>	
See MG 23.6	6-630pm	Sa :30 \$500.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1020 11			
(b) MG for 15.1,23.1	1030p-11p	MTuWThF :30 \$1,350.00	NM	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate		
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm		Type	
See MG 23.7,23.8,23.9,23.10	0-030pm	Sa :30 \$500.00	NM	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NB 4	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000p 11p	.30 \$1,500.00	NM	
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2		41,500.00	INIVI	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
(ii) MG for 25.2,2.4,27.1,27.2,2.3,23.2	. ,	100 41,000,00	11111	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		100	\$600.00
Week: 10/08/12 10/14/121 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 3	\$2,100.00
Start Date End Date Weekdays Spots/Week	Rate			Ψ2,100.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$700.00			
	\$700.00			
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	6-630 <i>pm</i>	Sa :30 \$700.00	NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Mantalana	_	
3 W/SN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.	0-030pm	Sa :30 \$700.00	NM	
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	-20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00		Ī	
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NIM A	
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 0	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00			

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Specified.

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Contract / Revision Alt Order # 939457 06262067 / 10 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision / 10/24/12 Democratic Senatorial Ca 10/24/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 W/SN 10/15/12-10/21/12 SA 630-7p See MG 23.7,23.8,23.9,23.10 See MG 23.7,23.8,23.9	Rate Start/End Time 630p-7p	<u>Weekdays Length Rate</u> Sa :30 \$500.00	Type NM	
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121- 1 Spot Ch Date Range Description 2 W/SN 10/29/12-11/04/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	\$0.00 \$500.00 <u>Start/End Time</u> 630p-7p	Weekdays Length Rate Sa :30 \$500.00	<u>Type</u> NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1	630-7p <u>Rate</u> \$1,000.00	:30	NM 3	\$2,000.00
<u>Spot Ch Date Range Description</u> 1 WISN 10/08/12-10/14/12 Sat 630-7p See MG 28.3,28.4	Start/End Time 630-7p	Weekdays Length Rate Sa :30 \$1,000.00	<u>Type</u> <i>NM</i>	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel → MG for 28.1 10/13	1130-1230a	-TuWThF :30 \$500.00	MM	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a \$0.00	-TuWThF :30 \$500.00	NM	
Week: 10/22/12 10/28/121- 1 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal	\$1,000.00 7-1030p	:30	NM 3	#2 000 00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1 Week: 10/08/12 10/14/12	Rate \$1,000.00 \$0.00 \$1,000.00		14(0)	\$3,000.00
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1 Week: 10/15/12 10/21/12 1- 1 Week: 10/22/12 10/28/12 1- 1 Week: 10/29/12 11/04/12 1- 1	Rate \$450.00 \$450.00 \$450.00 \$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM 5	\$8,850.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1 Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$1,600.00 \$1,600.00			45,000.00
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 Late News 10pm See MG 31.6	Start/End Time 10p-1030p	Weekdays Length Rate St :30 \$1,600.00	<u>Type</u> NM	
6 WISN 10/15/12-10/15/12 World News Tonight MG for 31.2,15.4	M-Su 530-6p	M: :30 \$2,450.00	NM	
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$1,600.00 \$1,600.00 \$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	1030p-11p Rate \$950.00 \$950.00 \$950.00 \$950.00	:30	NM 4	\$3,800.00

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Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	Start/End Time	Days Lengt	Spots th Week		Type S	nots	Amount
Start Date End Date Weekdays Spots/Week	Rate				.,,,,,	poto	Amount
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM		30		NM		
Start Date End Date Weekdays Spots/Week	Rate		50		INIVI	4	\$800.00
Week: 10/08/12 10/14/121 1	\$200.00						
Week: 10/15/12 10/21/121 1	\$200.00						
Week: 10/22/12 10/28/121 1	\$200.00						
Week: 10/29/12 11/04/121 1	\$200.00						
N 34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:3	30		NM	13	\$23,650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate						,
Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/121 1	\$500.00				- 1		
Week: 10/15/12 10/21/121 1	\$500.00 \$500.00						
Spot Ch Date Range Description	- · · · · · · · · · · · · · · · · · · ·	Modedaya L		5.4	_ l		
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p	<u>Weekdays</u> <u>Lo</u>	ength	Rate	<u>Туре</u>		
See MG 34.6, 34.7, 34.8, 34.9, 34.10, 34.11, 34.12, 34.13, 34			:30	\$500.00	NM		
6 WISN 10/29/12-11/02/12 3-4p		MTuWThF	:30	\$1,350.00	NM		
® MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.		1.3	.00	\$1,000.00	IVIVI		
7 WISN 10/25/12-10/25/12 LastResort	Thu 7-8p	Th	:30	\$3,400.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,34	1.3			, ,,,,,		
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.0	· -						
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWAR	5,46.1,3.5,5.4,20.2,34						
(b) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	*L/-IUP V 3.46.1.3.5.5.4.20.2.24	Th	:30	\$12,000.00	NM		
11 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 117-		:30	¢250.00			
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	3 46 1 3 5 5 4 20 2 34	191 UW 111F	.30	\$250.00	NM		
12 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11P-		:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	5,46.1,3.5,5.4,20.2,34	.3		Ψ200.00	1416)		
13 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11P-	MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	5,46.1,3.5,5.4,20.2,34	.3					
14 WISN 10/28/12-10/28/12 Late News Rotation	M-F/Su 10p-11p/Sa	- St	:30	\$1,600.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 Week: 10/22/12 10/28/121 1		.3					
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$500.00						
•	\$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a	:3	30		NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$400.00						
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	.3	30		NIN A		
Start Date End Date Weekdays Spots/Week	Rate		<i>.</i>		NM	1	\$2,500.00
Week: 10/15/12 10/21/121 1	\$2,500.00						
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	.4	30		NM	5	¢2 000 00
Start Date End Date Weekdays Spots/Week	Rate		. •		LAIM	ບ	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00						
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00				- [

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Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	01-45-17	Spo				
Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length We	ek Rate	Type S	pots	Amount
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George Ste	p930-1030am	:30		NM	2	#2.000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		IMENI	2	\$2,000.00
101-1-4	\$1,000.00					
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121 1	\$0.00 \$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30			_	
Start Date End Date Weekdays Spots/Week	Rate	.30		NM	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00					
Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 DanceResults	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u>Type</u>		
1 WISN 10/08/12-10/14/12 DanceResults See MG 39.3,39.4	Tue 7-8p	-Tu: :30	\$5,000.00	NM		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30	\$5,000.00			
MG for 40.2,39.1		.50	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu: :30	\$2,500.00	NM		
(f) MG for 40.2,39.1 Week: 10/15/12 10/21/12						
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 -1 1	\$0.00 \$5.000.00					
40 WISN 10/02/12 10/09/12 HappyEnd						
Start Date End Date Weekdays Spots/Week	Tue 8-9p Rate	:30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Ту</u> ре		
1 WISN 10/01/12-10/07/12 HappyEnd See MG 40.3	Tue 8-9p	-Tu :30	\$ 2,500.00	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	T 0.0					
® See MG 40.4	Tue 8-9p	-Tu :30	\$2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
₩ MG for 40.3 10/02	·		Q2,000.00	INIVE		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00					
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 39.3,39.4	Tue 8-9p	-Tu: :30	\$ 2,500.00	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30			_	
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	2	\$4,400.00
Week: 10/01/12	\$2,200.00					
Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 PrivatePractice	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 41.4	Tue 9-10p	-Tu: :30	\$ 2,200.00	NM		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	#2 200 00			
→ MG for 41.1 10/02	Tha o Top	.30	\$2,200.00	NM		
Week: 10/08/12 10/14/12 0	\$0.00					
Week: 10/15/12 10/21/12 -1 1	\$2,200.00					
Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
Credited Private Practice	Tue 9-10p	-Tu: :30	\$2 ,200.00	NM		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product

Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
N 42 WISN 10/16/12 10/30/12 HappyEnd Start Date End Date Weekdays Spots/Week	Tue 8-9p Rate	:30	NM	1	\$3,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 W/SN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu: :30 \$3,0	00.00 NM		
Credited Week: 10/22/12 10/28/12 -1 1	\$3.000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
2 WISN 10/22/12-10/28/12 HappyEnd	Tue 8-9p		00.00 NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3		,.			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footba		:30	NM		*** ***
Start Date End Date Weekdays Spots/Week	Rate	.30	IVIVI	2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 2 2	<u>Rate</u> \$225.00				
N 46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	•20			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	0	\$0.00
Week: 10/22/12 10/28/12 1 1	\$350.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> <u>Type</u>		
1 WISN 10/22/12-10/28/12 General Hospital See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	2-3pm/1-2p	M :30 \$3	150.00 NM		
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		4	
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00		į		
Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week; 11/05/12 11/11/12 1 1	\$1,600.00		ŀ		
N 49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	3	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate				41,000.00
Week: 10/15/12	\$500.00 \$500,00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
2 WISN 10/22/12-10/28/12 The View	10-11am		00.00 NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
Week: 10/29/12	\$500.00 \$500.00		İ		
50 WISN 11/06/12 11/06/12 The View	\$500.00				
Start Date End Date Weekdays Spots/Week	10-11am Rate	:30	NM	1	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4	\$900.00

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Hearst Television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 153**3**

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

#1: OL OL O	.					Spots	1			
		ate Descriptio		Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29	/12 11/05/	12 3-4p	· · · · · · · · · · · · · · · · · · ·	3-4p	· · · · · · · · · · · · · · · · · · ·	:30		A18.0		
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		MM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00				i		
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week	Rate						***************************************
			1	\$500.00						
54 WISN 10/29 Start Date	/12 11/05/ ⁻ End Date		Conta (M	4P-5P		:30		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00				ĺ		
55 WISN 10/15/	12 11/05/	12 News M-F 5	in	5-530pm		:30		313.4		
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/		-		5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> 1- -	Spots/Week	Rate						
Week: 10/10/12	10/21/12	1	1	\$350.00 \$350.00						
Week; 10/29/12	11/04/12	1	1	\$350.00				1		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/	12 11/05/1	2 News M-F 6	in	6-630pm		:30		NM	_	00.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NIVI	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$1,200.00						
	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/ Start Date	12 11/05/1 End Date			6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/	12 11/06/1	2 News M-F 6	а	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				11171	ij	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22/			_	630p-7pm		:30		NM	2	\$1,700.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	Rate				1		
	te Range	Description	1	\$850.00 Start/End Time	- المام	1	Б.	_		
		12 Entertainme	ent Toniaht	Start/End Time 630p-7pm	Weekday M		Rate	<u>Type</u>		
		34.9,34.10,34.11			[4]	:30	\$ 850.00	NM		
	,									

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Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/24/12 / 10/24/12

*Line Ch Start	Date End D	ate Descriptio	'n	Start/End Time	Days	Spots/ Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	Rate				Í	1	
Week: 11/05/12	11/11/12	1	1	\$850.00 \$850.00				l		
61 WISN 10/08/	/12 11/05/	12 Good Morn	ing America	7-9a		:30		NM	_	¢r 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		IVIVI	5	\$5,000.00
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$1,000.00				- 1		
Week: 10/13/12	10/21/12 10/28/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06/	/12 11/06/ ⁻	12 Good Morn	ing America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
63 WISN 10/15/ Start Date	′12 11/05/′ End Date			9-10am		:30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06/		l2 PostBadger	•	PostBadger		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	Ψ1,000.00
		S-	1	\$1,000.00						
65 WISN 10/06/ Start Date	12 10/06/1 End Date	I2 BIG 12 Bad Weekdays	gerPost Spots/Week	630-7p, 6-630p		:30		NM	1	\$1,500.00
Week: 10/01/12	10/07/12	S-	<u>3pots/vveek</u> 1	<u>Rate</u> \$1,500.00						
66 WISN 10/04/	12 10/04/1	2 LastResort		Thu 7-8p		:30		NM	1	63 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		LAIM	1	\$3,000.00
Week: 10/01/12	10/07/12	T- - -	1	\$3,000.00						
67 WISN 10/04/			_	5-6A		:30		NM	1	\$350.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> TF	Spots/Week 1	<u>Rate</u> \$350.00						
68 WISN 10/06/				456-6AM						
Start Date	End Date	Weekdays	Spots/Week	456-6AIVI Rate		:30		NM	1	\$250.00
Week: 10/01/12	10/07/12	 S-	1	\$250.00						
69 WISN 10/07/	12 10/07/1	2 Su 458-6a		458-6AM		:30		NM	1	\$200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				'''']	•	\$200.00
Week: 10/01/12	10/07/12	S	1	\$200.00						
70 WISN 10/04/ Start Date	12 10/05/1 <u>End Date</u>			M-F 2-3P		:30		NM	2	\$800.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$400.00						
71 WISN 10/04/	12 10/05/1	2 Nightline		11p-1130p		:30		NINA	4	Ø4 F00 F5
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	1	\$1,500.00
Week: 10/01/12	10/07/12	TF	1	\$1,500.00						
72 WISN 10/06/				INSIDE HUD 1035		:30		NM	1	\$250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						
. 70010 10101112	WWIIIZ	3-	1	\$250.00						
				····-	-	Totals	3		345	\$321,300.00

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Hearst relevation for the conditional in the calculation time condition to the condition of the condition of the condition time.

HearsI lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	939457		Alt Order #			
	939457 /	10	06262067			
Contract Dates	Product		Estimate #			
10/02/12 - 11/06/12	DSCC-IE		1533			
Advertiser		<u>Ori</u>	ginal Date / Revision			
Democratic Senatoria	i Ca	1	10/24/12 / 10/24/12			

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	239	\$219,450.00	\$186,532.50
10/29/12 -11/06/12	106	\$101,850.00	\$86,572.50
Totals	345	\$321,300.00	\$273,105.00

Signature:	Date:	
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CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

ſ	Cantra et / Day	ialan	Alt Order #	
	Contract / Rev		Alt Order #	
	939457	/ 11	06262067	
Product				·
OSCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	153 3			
Advertis <u>er</u>			Original Date	Revision
Democratic Senatorial Ca	ımpaign Comi	mittee	10/29/12	/ 10/29/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	cast	Cash
	Station	Accou	nt Executive	Sales Office
	WISN	Will Hi	ldebrandt	HRP -Washingto
	Special Handl	ing		
	<u>Demographic</u>			
	Adults 35+			
	IDB#	Adver	iser Code	Product Code
	8091	49		53
	Agency Ref		Advertiser	Ref

		Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Spo	ts	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30		NM	9	\$3,150.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/01/12	\$350.00					
Week: 10/08/12	\$350.00					
Week: 10/15/12	\$350.00					
Week: 10/22/12	\$350.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
8 WISN 10/22/12-10/28/12 General Hospital	2-3pm/1-2p	-TuWThF :30	\$350.00	NM		
See MG 45.3,45.4,45.5						
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00					
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30		NM	11	\$17,600.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/01/12	\$1,600.00					
Week: 10/08/12	\$1,600.00			_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u> Type</u>		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$	\$ 1,600.00	NM		
See MG 23.7,23.8,23.9,23.10						
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 {	\$ 1,600.00	NM		
See MG 23.7,23.8,23.9,23.10						
Week: 10/15/12 10/21/12 -TWTF 4	\$1,600.00					
Week: 10/22/12	\$1,600.00		D 4			
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
10 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30	\$ 1,600.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3		man at ample E	#4 COO OO	NM		
11 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30	\$ 1,600.00	IVIVI		
See MG 45.3,45.4,45.5	\$1,600.00					
Week: 10/29/12 11/04/12 -TWTF 4						
3 WISN 10/02/12 11/02/12 The View	10-11am	:30		NM	10	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12 10/07/12 -TWTF 2	\$500.00			l		
Week: 10/08/12	\$500.00			L		

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Contract / Revision Alt Order # 06262067 939457 / 11

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$€	0 0.00 NM		
See MG 11.15,11.16,11.17	45.44		-00.00		
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$8	50 0.00 NM		
See MG 11.15,11.16,11.17	¢=00.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00	Modedaya	Poto Tuno		
Spot Ch Date Range Description 5 W/SN 10/15/12-10/21/12 The View	Start/End Time	Weekdays Length -TuwThF :30 \$5	<u>Rate Type</u> 500.00 NM		
	10-11am	- Tuwiii	IVIVI		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 7 W/SN 10/15/12-10/21/12 The View	+. 14 10-11am	-TuWThF :30 \$#	500 . 00 NM		
See MG 5.9,5.10,5.11	10-116/11	.50 00	100.00		
Week: 10/22/12 10/28/12 -TWTF 3	\$500.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00
Start Date End Date Weekdays Spots/Week	Rate	.50	[414]	5	φ 4 ,750.00
Week: 10/01/12 10/07/12 -TWTF 1	\$950.00				
Week: 10/08/12 10/14/12 -TwTF 1	\$950.00				
Week: 10/15/12 10/21/12 -TWTF 1	\$950.00				
Week: 10/22/12 10/28/12 -TWTF 1	\$950.00				
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00				
5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30	NM	9	\$8,150.00
Start Date End Date Weekdays Spots/Week	Rate				7-,
Week: 10/01/12 10/07/12 -TWTF 1	\$750.00				
Week: 10/08/12	\$750.00				
Week: 10/15/12	\$750.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u> <u>Type</u>		
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$	750.00 NM		
See MG 5.9, 5.10, 5.11					
4 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$	750.00 NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		a00 64			
9 WISN 10/21/12-10/21/12 World News Tonight	*Sun 5-530p	Si :30 \$1,8	500.00 NM		
(f) MG for 3.7,13.6,13.7,5.3	*Cu+ E E20n	St :30 \$1.5	E00.00 NM		
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	St :30 \$1,5	500.00 NM		
	7-9am	sı :30 \$6	650.00 NM		
(P) MG for 3.7,13.6,13.7,5.3	7-Jan	30 .50 \$1	300.00		
Week: 10/22/12 10/28/12 -TWTF 2	\$750.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$750.00				
6 WISN 10/02/12 11/02/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	14	\$3,150.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	1-4	\$5,150.00
Week: 10/01/12 10/07/12 -TWTF 2	\$225.00				
Week: 10/08/12	\$225.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$225.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$225.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$225.00		j		
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	:30	NM	8	\$2,400.00
Start Date End Date Weekdays Spots/Week	Rate		,	_	. =
Week: 10/08/12 10/14/12 -TWTF 2	\$300.00		Į		
Week: 10/15/12	\$300.00		1		

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 06262067 939457 / 11

Contract Dates <u>Product</u> Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spot	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	Type S _l	pots	Amount
Start Date End Date Weekdays Spots/Week						
Week: 10/22/12 10/28/12 -TwTF 2 Week: 10/29/12 11/04/12 -TwTF 2	\$300.00 \$300.00					
8 WISN 10/02/12 11/02/12 KATIE COURIC	M-F 2-3P	:30		NM	10	\$4,000.00
Start Date End Date Weekdays Spots/Week		.50				44,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$400.00					
Week: 10/08/12 10/14/12 -TWTF 2	\$400.00					
Week: 10/15/12 10/21/12 -TWTF 2	\$400.00					
Week: 10/22/12	\$400.00 \$400.00					
		.20		NM	10	¢E 000 00
9 WISN 10/02/12 11/02/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p <u>Rate</u>	:30		17171	10	\$5,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$500.00					
Week: 10/08/12	\$500.00					
Week: 10/15/12	\$500.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$500.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$500.00					
10 WISN 10/02/12 11/02/12 DR. OZ	4P-5P	:30		NM	10	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$600.00					
Week: 10/08/12 10/14/12 -TWTF 2	\$600.00					
Week: 10/15/12 10/21/12 -TWTF 2	\$600.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$600.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$600.00					
11 WISN 10/02/12 11/02/12 News M-F 5p	5-530pm	:30		NM	14	\$15,200.00
Start Date End Date Weekdays Spots/Week						
Week: 10/01/12	\$1,000.00 \$1,000.00			1		
Spot Ch <u>Date Range</u> <u>Description</u>	Start/End Time	Weekdays Length	Rate	Туре		
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530 <i>pm</i>	-TuwThF :30	\$1,000.00	NM		
See MG 11.15,11.16,11.17	·					
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530 <i>pm</i>	-TuWThF :30	\$1,000.00	NM		
See MG 11.15,11.16,11.17	M Cu 520 Cm	-th +20	es 000 00	NIM		
15 WISN 10/11/12-10/11/12 World News Tonight M MG for 13.5,11.3,11.4,3.4,3.3	M-Su 530-6p	Th :30	\$3,000.00	NM		
16 WISN 10/13/12-10/13/12 College Football Game #	1 11a-230	Sa :30	\$700.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3						
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30	\$500.00	NM		
→ MG for 13.5,11.3,11.4,3.4,3.3						
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00					
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00 Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
Spot Ch Date Range Description 9 W/SN 10/22/12-10/28/12 News M-F 5p	5-530 <i>pm</i>	Weekdays Length -TuWThF :30	\$1,000.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13	·	.00	41,000.00	, , , , ,		
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00					
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30		NM	15	\$5,250.00
Start Date End Date Weekdays Spots/Wee						
Week: 10/01/12	\$350.00			Į.		
Week: 10/08/12 10/14/12 -TWTF 3	\$350.00			l		
Week: 10/15/12	\$350.00					

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 Contract / Revision
 Alt Order #

 939457 / 11
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type S _i	oots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00			_	
N 13 WISN 10/02/12 11/02/12 News M-F 6p Start Date End Date <u>Weekdays</u> Spots/Week	6-630pm	:30	NM	9	\$10,800.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$1,200.00				
Week: 10/08/12	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
5 W/SN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 11.15,11.16,11.17	#4 200 00				
Week: 10/15/12 10/21/12 -TWTF 3 Spot Ch Date Range Description	\$1,200.00 Start/End Time	Weekdays Length Rate	Туре		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 5.9,5.10,5.11	• • • • • • • • • • • • • • • • • • •	, , , , , , , , , , , , , , , , , , , ,			
7 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 5.9,5.10,5.11					
8 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$ 1,200.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 Week: 10/22/12 10/28/12 -TWTF 3	4.14 \$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре		
11 WISN 10/22/12-10/28/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 45.3,45.4,45.5	·				
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200,00				
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM	15	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00				
15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM	8	\$6,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12	\$850.00		_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 Entertainment Tonight See MG 23.6	630p-7pm	-TuWThF :30 \$8 50.00	NM		
Week: 10/08/12 10/14/12 -TWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре		
4 WISN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 31.6					
Week: 10/15/12 10/21/12 -TWTF 3	\$850.00	Mandalana Landi Bala	<u>.</u>		
Spot Ch Date Range Description 6 WISN 10/15/12-10/21/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Rate -TuWThF :30 \$850.00	<u>Τγρe</u> <i>NM</i>		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3		-1uwiiir50 \$050.00	IVIVI		
Week: 10/22/12 10/28/12 -TWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
8 W/SN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00

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Contract / Revision Alt Order# 06262067 939457 / 11

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/29/12 / 10/29/12 Democratic Senatorial Ca

Snote/

						Spots	s/			
*Line Ch Start I	Date End D	ate Description	I	Start/End Time	Days	Length Weel	k Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITH	KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26	/12 10/26/ ⁻	12 2020		Fri 9-10p		:30		NM	0	\$0.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
	<u>ate Range</u>	Description		Start/End Time	<u>Weekday</u>		Rate	<u>Type</u>		
1 WISN 10				Fri 9-10p	F	:30	\$ 3,000.00	NM		
	5.3,45.4,45.5								_	
19 WISN 10/08			0	Prime Other		:30		NM	4	\$20,000.00
Start Date	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/08/12		=	1	\$5,000.00				ļ		
Week: 10/15/12	10/21/12 10/28/12	1 1	1	\$5,000.00 \$5,000.00						
Week: 10/22/12		_	•	•	Mookday	e Longth	Date	Type		
	ate Range	Description Description		Start/End Time Prime Other	Weekday M		<u>Rate</u> \$5,000.00	<u>Type</u> <i>NM</i>		
See MG 1)/22/12-10/28	/12 Dancing		Filme Other	v ₁	30	\$0,000.00	IVIVI		
		/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
		3,34.9,34.10,34.11	1 34 12 34 13 3	•	• •	.00	\$0,000.00	7		
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22		12 Castle		Mon 9-10p		:30		NM	0	\$0.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		''''	Ŭ	Ψ0.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00				1		
	ate Range	Description		Start/End Time	Weekday	s Length	Rate	Туре		
	0/22/12-10/28		•	Mon 9-10p	M		\$4,000.00	NM		
Credited				·				1		
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
Spot Ch Da	ate Range	Description		Start/End Time	Weekday	<u>/s Length</u>	<u>Rate</u>	<u>Type</u>		
2 WISN 10	0/29/12-11/04	1/12 Castle		Mon 9-10p	M	:30	\$4,000.00	NM		
See MG 3	34.6,34.7,34.8	3,34.9,34.10,34.1	1,34.12,34.13,3	4.14						
21 WISN 10/06	3/12 11/03/	12 Late News 8	Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
22 WISN 10/13	3/12 10/13/	12 College Foo	otball Game #2	230p-6p		:30		NM	1	\$6,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				l		

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Alt Order# Contract / Revision 06262067 939457 / 11

Contract Dates Estimate # Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Spo	ts	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p		\$6,50 0.00	NM		
See MG 22.2	000- 6-	r- 420	PG EAA AA	NINA		
2 WISN 10/06/12-10/06/12 College Football BADGER M MG for 22.1 10/13	230p-6p	\$a :30	\$6,500.00	NM		
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	7	\$7,750.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12 10/07/121- 1	\$500.00	and the contract	D-I-	Tour		
Spot Ch Date Range Description	Start/End Time 6-630pm	Weekdays Length	<u>Rate</u> \$500.00	<u>Type</u> NM		
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p See MG 23.6	0-030 <i>pm</i>	.50	\$350.00	14141		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30	\$1,350.00	NM		
MG for 15.1,23.1						
Week: 10/08/12 10/14/121- 1	\$500.00	tato de los comos de contra	D-1-	Tues		
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length	<u>Rate</u> \$500 . 00	<u>Type</u> NM		
See MG 23.7,23.8,23,9,23.10	0-030pm	5a .50	V 000.00	, , , , ,		
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM		
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2		1	04 500 00			
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2			, , ,			
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30	\$900.00	NM		
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2	e=00 00					
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$500.00 \$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
4 W/SN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00	NM		
See MG 45.3, 45.4, 45.5						
Week: 10/29/12 11/04/121- 1	\$500.00					_
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00					
Week: 10/15/12 10/21/121- 1	\$200.00					
Week: 10/22/12 10/28/121- 1	\$200.00					
Week: 10/29/12 11/04/121- 1	\$200.00					
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00					
Week: 10/08/12 10/14/121- 1	\$700.00			l		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630 <i>pm</i>	Sa :30	\$700.00	NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1	\$700.00					
Week: 10/15/12 10/21/121- 1 Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
3 W/SN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3						

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Contract / Revision Alt Order# 939457 / 11 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type Sp	oots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/W</u> Week: 10/22/12 10/28/121- 1					
Week: 10/22/12	\$700.00 Start/End Time	Weekdays Length	Rate <u>Type</u>		
4 W/SN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm		700.00 NM		
See MG 45.3,45.4,45.5					
Week: 10/29/12 11/04/121- 1	\$700.00				
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/W			l		
Week: 10/01/12	\$600.00				
Week: 10/06/12 10/14/121- 1	\$600.00 \$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/W	•	.00	14141	U	Φ0.00
Week: 10/15/12 10/21/121 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Sa :30 \$	50 0.00 NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0	#0.00				
Week: 10/22/12	\$0.00 \$ <i>5</i> 00.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
2 W/SN 10/29/12-11/04/12 SA 630-7p	630p-7p		500.00 NM		
See MG 23.7,23.8,23.9,23.10	4.4				
N 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/W	eek <u>Rate</u>			_	* *,
Week: 10/08/12 10/14/121- 1	\$1,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
1 W/SN 10/08/12-10/14/12 Sat 630-7p See MG 28.3,28.4	630-7p	Sa :30 \$1;	.000.00 NM		
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$	500.00 NM		
(A) MG for 28.1 10/13	1100 12000		.000.00		
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$	500.00 NM		
MG for 28.1 10/13					
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/121- 1	\$1,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
2 W/SN 10/22/12-10/28/12 Sat 630-7p See MG 45.3,45.4,45.5	630-7p	Sa :30 \$1	NM 00.000,		
29 WISN 10/06/12 10/20/12 ABC Prime College Fo	vothal 7-1030n	:30	NM	3	\$3,000.00
Start Date End Date Weekdays Spots/W		.50	14141	3	\$5,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00		i		
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/122- 2	\$1,000.00				
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/W					
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$4 <i>5</i> 0.00 \$4 <i>5</i> 0.00				
Week: 10/13/12 10/28/121- 1	\$450.00 \$450.00				
Week: 10/29/12 11/04/121- 1	\$4 <i>5</i> 0.00				
•					

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order# Contract / Revision 939457 06262067 / 11

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		S	pots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length V	Veek Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30		NM	5	\$8,850.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/01/12 10/07/121 1	\$1,600.00					
Week: 10/08/12 10/14/121 1	\$1,600.00			1		
Spot Ch Date Range Description	Start/End Time	Weekdays Lengt		<u>Type</u>		
2 WISN 10/08/12-10/14/12 Late News 10pm	10p-1030p	St :3	30 \$1,600.00	NM		
See MG 31.6	M C. 520 C-		0 60 450 00	2184		
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M :3	\$2,450.00	NM		
MG for 31.2,15.4 Week: 10/15/12	\$1,600.00			l		
Week: 10/22/12 10/28/121 1	\$1,600.00					
Week: 10/29/12 11/04/121 1	\$1,600.00					
32 WISN 10/14/12 11/04/12 Late News SU 1030PM		-20		A I I I		#2 000 00
Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30		NМ	4	\$3,800.00
Week: 10/08/12 10/14/121 1	\$950.00					
Week: 10/15/12 10/21/121 1	\$950.00			1		
Week: 10/22/12 10/28/121 1	\$950.00					
Week: 10/29/12 11/04/121 1	\$950.00					
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate					4000.00
Week: 10/08/12 10/14/121 1	\$200.00					
Week: 10/15/12 10/21/121 1	\$200.00			l		
Week: 10/22/12 10/28/121 1	\$200.00					
Week: 10/29/12 11/04/121 1	\$200.00		*******			
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30		NM	13	\$23,650.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12	\$500.00					
Week: 10/08/12	\$500.00 \$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Leng	th Rate	Type		
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p		30 \$500.00	<u>Type</u> NM		
See MG 34.6, 34.7, 34.8, 34.9, 34.10, 34.11, 34.12, 34.13, 3	,		ου φ ουσ.συ	10,77		
6 WISN 10/29/12-11/02/12 3-4p	3-4p	MTuWThF ::	30 \$1,350.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	.6,46.1,3.5,5.4,20.2,	34.3				
7 WISN 10/25/12-10/25/12 LastResort	Thu 7-8p	Th:	30 \$3,400.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	i.6,46.1,3.5,5.4,20.2,	34.3		- 1		
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P		30 \$1,275.00	NM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15				5.11.6		
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P		30 \$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWA).0,40.1,3.5,5.4,2U.Z, \BT7_10DM		30 \$12,000.00	МИ		
@ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			ου φι ₂ ,000.00	IAIAI		
11 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11		30 \$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			,,			
12 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11		30 \$250.00	NM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	5.6,46.1,3.5,5.4,20.2,	34.3				
13 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11		30 \$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15						
14 WISN 10/28/12-10/28/12 Late News Rotation	M-F/Su 10p-11p		30 \$1,600.00	NM		
(H) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15).6,46.1,3.5,5.4,20.2,	34.3		ļ		

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10/29/12

/ 10/29/12



Contract / Revision Alt Order # 939457 / 11 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 153**3** Advertiser Original Date / Revision

Democratic Senatorial Ca

						Spo	ts/			
*Line Ch Start		ate Description	าก	Start/End Time	Days	Length Wee	ek Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$500.00						
			il .	\$500.00						
35 WISN 10/07 <u>Start Date</u>	712 11/04/1 End Date		O	6-7a		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						•
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21	/12 10/21/1	12 Once		Sun 7-8p		:30		NM	4	#2 F00 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		INIVI	1	\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00		•				
37 WISN 10/07	/12 11/04/1	12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays .	Spots/Week	Rate				14141	3	Φ2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$400.00						
	11/04/12	1	1	\$400.00						
38 WISN 10/14 Start Date			With George Ste	_		:30		NM	2	\$2,000.00
Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week 1	<u>Rate</u>						
Week: 10/15/12	10/21/12		Ö	\$1,000.00 \$0.00						
Week: 10/22/12	10/28/12		0	\$0.00 \$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09	/12 10/23/1	12 DanceResu	ılte	Tue 7-8p	······	.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$12,500.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
	<u>ite Range</u>	<u>Description</u>	<u>1</u>	Start/End Time	Weekday	s <u>Length</u>	Rate	<u>Туре</u>		
	/08/12-10/14/	/12 DanceRes	ults	Tue 7-8p	-Tu	:30	\$5,000.00	NM		
See MG 3										
		/12 DWTS Res	sults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
(f) MG for 40.		/12 DWTS- Ju	da a a	7. 7.0	_					
(f) MG for 40.		112 DVV13-Ju	uges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02	/12 10/09/1	2 HannyEnd		Tue 8-9p		.00				_
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$2,500.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
	te Range	<u>Description</u>	1	Start/End Time	Weekday	s Length	Rate	<u>Туре</u>		
1 WISN 10	/01/12-10/07/	/12 HappyEnd		Tue 8-9p	-Tu		\$2,500.00	NM		
See MG 4							·			
		/12 DWTS Res	sults	Tue 8-9p	-Tu	- :30	\$ 2,500.00	NM		
(f) See MG 40		MA DIATO								
4 WISN 10. ⊕ MG for 40.		IZ DWIS		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
	3 10/02 10/14/12	-1	1	¢2 £00 00						
	19/11/14	• '''	1	\$2,500.00				I		

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	Contract / Revision 939457 / 11	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length Rate	Туре	Amount
2 W/SN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4	Tue 8-9p	-Tu :30 \$ 2,500.00	NM	
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	Rate \$2,200.00			•
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 PrivatePractice See MG 41.4	Tue 9-10p	-Tu :30 \$ 2,200.00	NM	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description 2 W/SN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Credited	Tue 9-10p	-Tu :30 \$2,200.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00	,	, , , ,	Ψ0,000.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu: :30 \$3,000.00	NM	
Credited Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ту</u> ре	
2 W/SN 10/22/12-10/28/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$7,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30	NM 2	62 600 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00			
N 45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 3	\$8,800.00
Start Date End Date Weekdays Spots/Week	Rate			, ,
Week: 10/22/12 10/28/122 2	\$225.00		_	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 W/SN 10/22/12-10/28/12 Sun 9-930A	Start/End Time	<u>Weekdays Length Rate</u> Su :30 \$225.00	<u>Type</u>	
See MG 45.3,45.4,45.5	9-930 <i>A</i>	St :30 \$225.00	NM	
2 W/SN 10/22/12-10/28/12 Sun 9-930A	9-930 <i>A</i>	5i :30 \$225.00	NM	
See MG 45.3,45.4,45.5			']	
3 WISN 10/30/12-10/30/12 World News Tonight	M-Su 530-6p	-Tu :30 \$4,000.00	NM	
MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1				
4 WISN 10/31/12-10/31/12 World News Tonight	M - Su 530-6p	W :30 \$4,000.00	NM	
MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1 5 WISN 11/03/12-11/03/12 College Football Game #1	11a-230	5a :30 \$800,00	NIN.	
MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	11a-200	a50 \$600,00	NM	

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	Contract / Revision	Alt Order #
	939457 / 11	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/29/12 / 10/29/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	Rate			
	\$350.00	Mt-t-l	_	
Spot Ch Date Range Description 1 W/SN 10/22/12-10/28/12 General Hospital	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	2-3pm/1-2p	M30 \$350.00	NM	
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	•20	NINA A	20
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 4	\$6,400.00
Week: 10/15/12 10/21/12 1 1	\$1,600.00			
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM 3	\$1,500.00
Start Date	Rate	.00		Ψ1,500.00
Week: 10/15/12 10/21/12 1 1	\$500.00			
Week: 10/22/12 10/28/12 1 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/22/12-10/28/12 The View	10-11am	M :30 \$500.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/29/12 11/04/12 1 1			i	
Week: 11/05/12 11/11/12 1 1	\$500.00			
	\$500.00			
50 WISN 11/06/12 11/06/12 The View Start Date End Date Weekdays Spots/Week	10-11am	:30	NM 1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	-00		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 4	\$900.00
Week: 10/15/12 10/21/12 1 1	\$225.00			
Week: 10/22/12 10/28/12 1 1	\$225.00		1	
Week: 10/29/12 11/04/12 1 1	\$225.00			
Week: 11/05/12	\$225.00			
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	INIVI	\$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			7200.00
Week: 11/05/12 11/11/12 -1 1	\$500.00			
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NM 2	\$1,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$600.00			
	\$600.00			
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NM 4	\$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate			
Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00 \$1,000.00			
	φ1,000,00		1	

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	Contract / Revision 939457 / 11	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1 5 33
Advertiser Democratic Senatoria		riginal Date / Revision 10/29/12 / 10/29/12

				Den	nocratic Se	natorial Ca		10/29/12	/ 10.	/29/12
				****		0	- 1			
*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Spots Length Wee		Type S	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
56 WISN 10/15	5/12 11/05/	12 News M-F	5a	5-6A	·····	:30		NM	4	£1 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00				į		
57 WISN 10/08	3/12 11/05/	12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		T VIV	J	\$0,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00				ŀ		
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					7	\$ - 7,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06			6а	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	* 1,
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22	/12 11/05/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	2	\$1,700.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/22/12	10/28/12	1	1	\$850.00						
	ate Range	<u>Descriptio</u>		Start/End Time	<u>Weekday</u>		<u>Rate</u>	<u>Туре</u>		
		V12 Entertainn		630p-7pm	M	:30	\$850.00	NM		
Week: 10/29/12	4.0,34.7,34.6 11/04/12	3,34.9,34.70,34.1 1- -	11,34.12,34.13,34							
Week: 11/05/12	11/11/12	1	1	\$850.00						
				\$850.00						
61 WISN 10/08			-	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/05/12 Week: 10/15/12	10/14/12	1	1	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
				\$1,000.00						
62 WISN 11/06 Start Date			ning America	7-9a		:30		NM	1	\$1,000.00
Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
63 WISN 10/15						.20	·			
Start Date	End Date	Weekdays	Spots/Week	9-10am		:30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	1	1	<u>Rate</u> \$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00				1		
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06			· · · · · · · · · · · · · · · · · · ·	PostBadger		:20				M4 000 5 -
5. 11.014 10/00	10/00/	·- i osibauge	ч	гозграцдег		:30		NM	1	\$1,000.00

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	939457 / 1	1 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		Original Date / Revision 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time D	Spots/ Pays Length Week Rate T	ype Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 S- 1	<u>Rate</u> \$1,000.00			
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date	630-7p, 6-630p Rate \$1,500.00	:30	NM 1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM 1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM 1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM 2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 _I <u>Rate</u> \$250.00	:30	NM 1	\$250.00
		Totals	339	\$321,300.00

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 - 10/28/12 230 \$210,650.00 \$179,052.50 10/29/12 -11/06/12 109 \$110,650.00 \$94,052.50 Totals 339 \$321,300.00 \$273,105.00

Signature:	Date:	
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CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 1 12 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 11/01/12 / 11/01/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

		Spots	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	k Rate	Type S	Spots	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30		NM	7	\$2,450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/01/12	<u>eek</u> <u>Rate</u> \$3 <i>50.0</i> 0					
Week: 10/08/12 10/14/12 -TWTF 2	\$350.00 \$350.00					
Week: 10/15/12 10/21/12 -TWTF 2	\$350.00 \$350.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$350.00 \$350.00					
Spot Ch Date Range Description	*	Manteleum 1 amath	D-4-	[
8 W/SN 10/22/12-10/28/12 General Hospital	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 45.3,45.4,45.5	2-3pm/1-2p	-TuWThF :30	\$350.00	NM		
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00					
Spot Ch Date Range Description	Start/End Time	Wooldows Longth	Data			
9 W/SN 10/29/12-11/04/12 General Hospital	2-3pm/1-2p	Weekdays Length -TuWThF :30	<u>Rate</u> \$350.00	<u>Type</u>		
See MG 57.6,57.7,57.8	2-3µ11// 1-2µ	-1uwin ,30	\$350.00	NM		
10 WISN 10/29/12-11/04/12 General Hospital	2-3pm/1-2p	-TuWThF :30	\$350.00	NM		
See MG 57.6,57.7,57.8	2-5pm/1-2p	-Tuwilless	\$330.00	IVIVI		
	40.4000					
	10-1030p	:30		NM	11	\$17,6 <i>00.00</i>
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/01/12	<u>eek</u> <u>Rate</u> \$1,6 <i>00.00</i>					
Week: 10/08/12 10/14/12 -TWTF 2	\$1,600.00			1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Data	Tuno		
3 W/SN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	<u>Rate</u> \$1,600.00	<u>Type</u> NM		
See MG 23.7,23.8,23.9,23.10	10-1030p	-1uw111F30	\$ 1,000.00	IVIVI		
4 W/SN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30	\$1-600-00	NM		
See MG 23.7,23.8,23.9,23.10	70-7030p	.30	Φ17000:00	10101		
Week: 10/15/12 10/21/12 -TWTF 4	\$1,600.00					
Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
10 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30	\$1.600.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.	•	.30	\$ 1,000.00	14141		
11 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30	\$1.600.00	NM		
See MG 45.3,45.4,45.5	10 1000ρ	.50	Ψ1 ,000.00	1.616.1		
Week: 10/29/12 11/04/12 -TWTF 4	\$1,60 <i>0.00</i>			1		
	Ţ.,300.00			1		

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Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	_	Rate Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
E 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	10	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 2	Rate				
Week: 10/01/12	\$500.00				
Spot Ch Date Range Description	\$500.00	Madadasa	_		
3 W/SN 10/08/12-10/14/12 The View	Start/End Time 10-11am		Rate Type		
See MG 11.15,11.16,11.17	IO-I Idili	-TuWThF :30 \$56	NM 00.00		
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$56	0.00 NM		
See MG 11.15,11.16,11.17		.00 000	14/4/		
Week: 10/15/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
5 W/SN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$56	0.00 NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3			·		
7 W/SN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$50	0.00 NM		
See MG 5.9,5.10,5.11 Week: 10/22/12 10/28/12 -TWTF 3	6500.00				
Week: 10/22/12	\$500.00				
	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p	:30	NM	5	\$4,750.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 1	<u>Rate</u> \$950.00				
Week: 10/08/12	\$950.00				
Week: 10/15/12 10/21/12 -TWTF 1	\$950.00		i		
Week: 10/22/12 10/28/12 -TWTF 1	\$950.00				
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00				
N 5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30	NM	8	\$7.400.00
Start Date End Date Weekdays Spots/Week	Rate		14141	0	\$7,400.00
Week: 10/01/12 10/07/12 -TWTF 1	\$750.00				
Week: 10/08/12	\$750.00				
Week: 10/15/12	\$750.00				
Spot Ch Date Range Description	Start/End Time		<u>Rate Type</u>		
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuwThF :30 \$75	0.00 NM		
See MG 5.9,5.10,5.11 4 WISN 10/15/12-10/21/12 Nightline	11- 1100-	Turning on an			
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	11p-1130p	-TuWThF :30 \$75	0 .00 NM		
9 WISN 10/21/12-10/21/12 World News Tonight	*Sun 5-530p	Si :30 \$1,50	0.00 NM		
⊕ MG for 3.7,13.6,13.7,5.3	oun o coop	3¢ .50 ψ1,50	14141		
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	St :30 \$1,50	0.00 NM		
⊕ MG for 3.7,13.6,13.7,5.3		, , ,			
11 WISN 10/21/12-10/21/12 News Sun 7-9a	7-9am	St :30 \$65	0.00 NM		
MG for 3.7,13.6,13.7,5.3					
Week: 10/22/12 10/28/12 -TwTF 2	\$750.00				
Week: 10/29/12	\$750.00		i i		
Spot Ch Date Range Description 7 WISN 10/29/12-11/04/12 Nightline	Start/End Time		Rate Type		
See MG 57.6,57.7,57.8	11p-1130p	-TuWThF :30 \$75	0.00 NM		
6 WISN 10/02/12 11/02/12 ANDERSON COOPER					
Start Date End Date Weekdays Spots/Week	M-F 11A-12P	:30	NM	14	\$3,150.00
Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$225.00				
Week: 10/08/12	\$225.00				
-			į.		

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	Contract / Revision	Alt Order #
	939457 / 12	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser	Original Date / Revision
Democratic Senatorial Ca	11/01/12 / 11/01/12

*Line Ch Start Date End Date Description		Start/End Time	Days L	Spot ength Wee		Types	Spots	Amount
	ts/Week	<u>Rate</u>					-	
Week: 10/15/12	3	\$225.00						
Week: 10/22/12	3	\$225.00				1		
	4	\$225.00						
7 WISN 10/09/12 11/02/12 THE CHEW		12P-1P		:30		NM	8	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spo</u> Week: 10/08/12 10/14/12 -TWTF	ts/Week	Rate						
Week: 10/15/12 10/21/12 -TWTF	2 2	\$300.00 \$300.00						
Week: 10/22/12 10/28/12 -TWTF	2	\$300.00						
Week: 10/29/12 11/04/12 -TwTF	2	\$300.00						
8 WISN 10/02/12 11/02/12 KATIE COURIC		M-F 2-3P		-20	***************************************	1111	4.0	
<u> </u>	ts/Week	Rate		:30		NM	10	\$4,000.00
Week: 10/01/12 10/07/12 -TWTF	2	\$400.00						
Week: 10/08/12	2	\$400.00				- 1		
Week: 10/15/12 10/21/12 -TWTF	2	\$400.00						
Week: 10/22/12 10/28/12 -TwTF	2	\$400.00						
Week: 10/29/12	2	\$400.00						
9 WISN 10/02/12 11/02/12 3-4p		3-4p		:30		NM	10	\$5,000.00
	ts/Week	Rate		.00		' ' '	10	\$5,000.00
Week: 10/01/12	2	\$500.00						
Week: 10/08/12	2	\$500.00						
Week: 10/15/12 10/21/12 -TWTF	2	\$500.00						
Week: 10/22/12 10/28/12 -TWTF	2	\$500.00						
Week: 10/29/12 11/04/12 -TWTF	2	\$500.00						
N 10 WISN 10/02/12 11/02/12 DR. OZ		4P-5P		:30		NM	9	\$5,400.00
	ts/Week	Rate						
Week: 10/01/12	2	\$600.00						
Week: 10/15/12 10/21/12 -TWTF	2 2	\$600.00 \$600.00						
Week: 10/22/12 10/28/12 -TWTF	2	\$600.00						
Week: 10/29/12 11/04/12 -TWTF	2	\$600.00						
Spot Ch Date Range Description	-	Start/End Time	Weekdays	Length	Rate	<u>Type</u>		
10 W/SN 10/29/12-11/04/12 DR. OZ		4P-5P	-TuWThF		\$600.00	NM NM		
See MG 57.6,57.7,57.8		., .,	14111111	.00	Ψ000.00	14141		
E 11 WISN 10/02/12 11/02/12 News M-F 5p		5-530pm	**************************************	:30		NM	14	\$15,200.00
Start Date End Date Weekdays Spot	s/Week	Rate		.00		' ''''	17	\$15,200.00
Week: 10/01/12	2	\$1,000.00						
Week: 10/08/12	3	\$1,000.00				ŀ		
Spot Ch Date Range Description		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
3 WISN 10/08/12-10/14/12 News M-F 5p		5-530 <i>pm</i>	-TuWThF	:30	\$1,000.00	NM		
See MG 11.15,11.16,11.17			1					
4 WISN 10/08/12-10/14/12 News M-F 5p See MG 11.15.11.16.11.17		5-530 <i>pm</i>	-TuwThF	:30	\$1,000.00	NM		
15 WISN 10/11/12-10/11/12 World News Tonic	ht	M-Su 530-6p	Th	20	¢2 000 00]		
⊕ MG for 13.5,11.3,11.4,3.4,3.3	j. 1 .	w-ou 550-op		:30	\$3,000.00	NM		
16 WISN 10/13/12-10/13/12 College Football G	Same #1	11a-230	- Sa	:30	\$700.00	МИ		
® MG for 13.5,11.3,11.4,3.4,3.3		. 14 200	Ja	.50	φ100.00	MIM		
17 WISN 10/12/12-10/12/12 Jimmy Kimmel		1130-1230a	F	:30	\$500.00	NM		
(h) MG for 13.5,11.3,11.4,3.4,3.3			-	,	+-30.00	''''		
Week: 10/15/12 10/21/12 -TwTF	3	\$1,000.00						

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11/01/12 / 11/01/12



Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Stort/End Time	Spots/		
	Start/End Time	Days Length Week Ra	te TypeSpots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -TwTF 3	<u>Rate</u> \$1,000.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> Ra	<u>te Type</u>	
9 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.0		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		·		
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A	:30	NM 15	\$5,250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$3 <i>5</i> 0.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12	\$3 <i>5</i> 0.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$3 <i>5</i> 0.00			
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 8	\$9,600.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate			•
Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00 \$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	<u>te Type</u>	
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.0		
See MG 11.15,11.16,11.17				
Week: 10/15/12 10/21/12 -TwTF 3 Spot Ch Date Range Description	\$1,200.00			
Spot Ch Date Range Description 6 W/SN 10/15/12-10/21/12 News M-F 6p	Start/End Time	Weekdays Length Ra		
See MG 5.9.5.10.5.11	6-630pm	-TuWThF :30 \$1,200.0	PO NM	
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630 <i>pm</i>	-TuwThF :30 \$1,200.0	O NM	
See MG 5.9,5.10,5.11		100.0	14141	
8 W/SN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.0	O NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34. Week: 10/22/12				
Week: 10/22/12 10/28/12 -TwTF 3 Spot Ch Date Range Description	\$1,200.00 <u>Start/End Ti</u> me	Wookstone Language		
11 W/SN 10/22/12-10/28/12 News M-F 6p	6-630pm	Weekdays Length Rain TuwThF :30 \$1,200.6		
See MG 45.3,45.4,45.5	о обории	104111150 \$1,200.6	PO NM	
Week: 10/29/12 11/04/12 -TwTF 3	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rat	<u>te Type</u>	
14 W/SN 10/29/12-11/04/12 News M-F 6p See MG 57.6,57.7,57.8	6-630pm	-TuWThF :30 \$1,200. 6	0 NM	
14 WISN 10/02/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week	6-7A Rate	:30	NM 15	\$15,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00			
Week: 10/08/12	\$1,000.00			
Week: 10/15/12	\$1,000.00			
Week: 10/22/12 10/28/12 -TwTF 3	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00			
	630p-7pm	:30	NM 7	\$5,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$8 <i>5</i> 0.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rat	TVPO	
1 W/SN 10/01/12-10/07/12 Entertainment Tonight	630 <i>p-7pm</i>	-TuwThF :30 \$850.0		
See MG 23.6	•	\$000.0	- ''''	
Week: 10/08/12	\$850.00			

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Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **153**3

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

		Spo	tal		
*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length Wee		Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> Date Range Description	Rate				<u> </u>
Spot Ch Date Range Description 4 WISN 10/08/12-10/14/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length -TuWThF :30	Rate	Type	
See MG 31.6	030p-7pm	-1uw111F===-	\$850.00	NM	
Week: 10/15/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/22/12 10/28/12 -TwTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type	
8 WISN 10/22/12-10/28/12 Entertainment Tonight	630 <i>p-7p</i> m	-TuWThF :30	\$850.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34					
Week: 10/29/12 11/04/12 -TwTF 3 <u>Spot Ch</u> Date Range Description	\$850.00	Marie II		_	
Spot Ch Date Range Description 11 W/SN 10/29/12-11/04/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length -TuwThF :30	Rate	Type	
See MG 57.6,57.7,57.8	030p-1pm	-TuWThF :30	\$850.00	NM	
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	www.	NM 21	\$31,000,00
Start Date End Date Weekdays Spots/Week	Rate	.00		14141 21	\$21,000.00
Week: 10/01/12 10/07/12 -TwTF 3	\$1,000.00				
Week: 10/08/12	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00 \$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30		NM 14	#6 200 oo
Start Date End Date Weekdays Spots/Week	Rate	,50		19191 14	\$6,300.00
Week: 10/01/12	\$450.00				
Week: 10/08/12 10/14/12 -TWTF 2 Week: 10/15/12 10/21/12 -TWTF 3	\$450.00				
Week: 10/15/12 10/21/12 -TwTF 3 Week: 10/22/12 10/28/12 -TwTF 3	\$450.00 \$450.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00				
E 18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30		NIM O	48.00
Start Date End Date Weekdays Spots/Week	Rate	.50		NM 0	\$0.00
Week: 10/22/12 10/28/121 1	\$3,000.00				
<u>Spot Ch </u>	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u>Type</u>	
1 WISN 10/22/12-10/28/12 2020 See MG 45.3,45.4,45.5	Fri 9-10p	F :30	\$ 3,000.00	NM	
N 19 WISN 10/08/12 11/05/12 Dancing	Drive Other				
Start Date End Date Weekdays Spots/Week	Prime Other Rate	:30		NM 3	\$15,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00				
Week: 10/15/12 10/21/12 1 1	\$5,000.00				
Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 Dancing	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
See MG 19.6	Prime Other	M: :30	\$ 5,000.00	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30	\$5,000.00	NM	
(H) See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.					
Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Week: 11/05/12 11/11/12 1 1 <u>Spot Ch Date Range Description</u>	\$5,000.00	NA te a la descripción de la constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della constantina della c		_	
Spot Ch Date Range Description 5 WISN 11/05/12-11/11/12 Dancing	Start/End Time Prime Other	Weekdays Length M:30	<u>Rate</u> \$5,000.00	Type	
See MG 57.6,57.7,57.8	. mile Other	.30	ଡ଼୰,୰୰୰:∀୰	NM	

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Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of eny bills rendered by station within the time specified and until payment in full is received by station. Peyment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station with not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms end conditions. Four weeks edvance cancellation notice is required unless otherwise specified.



MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar

MG for 25.2,2.4,27.1,27.2,2.3,23.2

Date Range

See MG 45.3,45.4,45.5

10/21/12

10/28/12

11/04/12

4 WISN 10/22/12-10/28/12 News Sa 6p-630p

----1-

Description

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Spot Ch

Contract / Revision Alt Order # 939457 / 12 06262067 Product Contract Dates Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount 20 WISN 10/22/12 10/29/12 Castle Mon 9-10p 30 NM \$0.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$4,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p :30 \$4,000.00 NM Credited Week: 10/29/12 11/04/12 1----1 \$4,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate <u>Type</u> 2 WISN 10/29/12-11/04/12 Ca*stle* Mon 9-10p :30 \$4,000.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$600.00 Week: 10/08/12 10/14/12 1 \$600.00 Week: 10/15/12 10/21/12 ----1-1 \$600.00 Week: 10/22/12 10/28/12 ____1_ \$600.00 Week: 10/29/12 11/04/12 ----1-\$600.00 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM \$6,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 ----1-\$6,500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 10/08/12-10/14/12 College Football Game #2 230p-6p -----Sa--:30 \$6,500,00 NM See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6p ------Sa--:30 \$6,500,00 NM MG for 22.1 10/13 23 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM \$7,750.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 ---1-\$500.00 1 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 News Sa 6p-630p 6-630pm :30 \$500.00 NM See MG 23.6 6 WISN 10/01/12-10/07/12 Late News 1030PM 1030p-11p MTuWThF----:30 \$1,350.00 NM MG for 15.1,23.1 Week: 10/08/12 10/14/12 \$500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> **Length** Rate Type 2 WISN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm -----Sa--:30 \$500,00 NM See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----:30 \$1,500,00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 8 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----:30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----:30 \$1,500.00 NM

(* Line Transactions: N = New, E = Edited, D = Deleted)

M-Su 6-1030PM

\$500.00

\$500.00

Start/End Time

\$500.00

6-630pm

1

-----Sa--

<u>Weekdays</u>

:30

Length

\$900.00

Rate

\$500.00

NM

Type

NM

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	Contract / Revision	Alt Order #
	939457 / 12	06262067
Contract Dates	<u>Product</u>	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

		Spot	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee		Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.00		14(4)	4	\$600.00
Week: 10/08/12 10/14/121- 1	\$200.00					
Week: 10/15/12 10/21/121- 1	\$200.00					
Week: 10/22/12 10/28/121- 1	\$200.00					
Week: 10/29/12 11/04/121- 1	\$200.00					
E 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate					,
Week: 10/01/12 10/07/121 1	\$700.00					
Week: 10/08/12 10/14/121- 1	\$700.00			1		
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u> Type</u>		
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM		
See MG 23.7,23.8,23.9,23.10	# 7 00.00					
Week: 10/15/12	\$700.00	111 1 1		_ [
	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
3 WISN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/22/12 10/28/121- 1						
Spot Ch Date Range Description	\$700.00 Stort/End Time	Mantalana Laurett				
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length	Rate	<u>Type</u>		
See MG 45.3,45.4,45.5	0-030pm	Sa :30	\$700.00	NM		
Week: 10/29/12 11/04/121- 1	\$700.00					
26 WISN 10/06/12 11/03/12 Sat GMA						
Start Date End Date Weekdays Spots/Week	6-7a	:30		NM	5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00					
Week: 10/08/12 10/14/121- 1	\$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$800.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
E 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate	.50		14141	· ·	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 W/SN 10/15/12-10/21/12 SA 630-7p	630 <i>p-7p</i>	Sa :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10						
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate</u>	<u>Туре</u>		
2 WISN 10/29/12-11/04/12 SA 630-7p	630 <i>p-7p</i>	Sa :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10			·····			
E 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30		NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate					
	\$1,000.00 Start/End Time	Mankalana Paran	. .	_		
Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 Sat 630-7p	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 28.3,28.4	630-7p	Sa :30	\$ 1,000.00	NM		
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	N13.4		
(h) MG for 28.1 10/13	1100-1200a	- i uwitir50	υυ.υυσφ	NM		
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	NM		
® MG for 28.1 10/13			ψουσ.σσ	(4141		
				Į.		

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Start Date

Week: 10/01/12

End Date

10/07/12

Weekdays

Spots/Week

 Contract / Revision
 Alt Order #

 939457 / 12
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 11/01/12 / 11/01/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 ----1-1 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 W/SN 10/22/12-10/28/12 630-7p Sat 630-7p -----Sa-:30 \$1,000,00 NM See MG 45.3,45.4,45.5 ABC Prime College Footbal 29 WISN 10/06/12 10/20/12 7-1030p :30 NM \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$1,000.00 Week: 10/08/12 10/14/12 ٥ \$0.00 Week: 10/15/12 10/21/12 ----2-2 \$1,000.00 WISN 10/13/12 11/03/12 News Sat 7-9a NM \$1,800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----1-1 \$450.00 Week: 10/15/12 10/21/12 ----1-\$450.00 Week: 10/22/12 10/28/12 ----1-\$450.00 Week: 10/29/12 11/04/12 ----1-1 \$450.00 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030p :30 NM \$7,250.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 1 \$1,600.00 Week: 10/08/12 10/14/12 ----1 \$1,600.00 Spot Ch Date Range <u>Weekdays</u> Description Start/End Time Length Rate Type 2 W/SN 10/08/12-10/14/12 Late News 10pm 10p-1030p ----St :30 \$1,600,00 NM See MG 31.6 6 WISN 10/15/12-10/15/12 World News Tonight M-Su 530-6p NM M-----:30 \$2,450.00 MG for 31.2.15.4 Week: 10/15/12 10/21/12 \$1,600.00 Week: 10/22/12 10/28/12 1 \$1,600.00 Week: 10/29/12 11/04/12 \$1,600.00 Date Range Spot Ch Description Start/End Time Weekdays <u>Length</u> Rate Type 5 W/SN 10/29/12-11/04/12 Late News 10pm 10p-1030p -----SI. :30 \$1,600.00 NM See MG 57.6,57.7,57.8 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 3 \$2,850.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----1 \$950.00 1 Week: 10/15/12 10/21/12 \$950.00 1 Week: 10/22/12 10/28/12 \$950.00 Week: 10/29/12 11/04/12 \$950.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 4 WISN 10/29/12-11/04/12 Late News SU 1030PM 1030p-11p -----SI. :30 \$950.00 NM See MG 57.6,57.7,57.8 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$200.00 1 Week: 10/15/12 10/21/12 \$200.00 1 Week: 10/22/12 10/28/12 1 \$200.00 Week: 10/29/12 11/04/12 \$200.00 WISN 10/07/12 News Sun 530pm 11/04/12 530-6p :30 NM 13 \$23,650.00

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Rate

\$500.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 / 12	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

*lina Ch Stan	t Data End D	lata Dagarintia		Observation of Times		1	Spot				_
*Line Ch Stan				Start/End Time	Days	Length	n vvee	k Rate	Type Sr	ots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$500.00							
Week: 10/15/12	10/21/12	1	1	\$500.00							
	ate Range	Descriptio		Start/End Time	Weekday	ء ا ء	ength	Rate	Туре		
	•	/12 News Sun	-	530-6p		_	:30	\$500.00	NM.		
			1,34,12,34,13,3			50	.00	Ψ000.00	14141		
	0/29/12-11/02	•		3-4p	MTuWThF		:30	\$1,350.00	NM		
MG for 19	9.6,60.1,11.9,4	12.2,49.2,13.8,2	5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,	34.3						
		/12 LastResor		Thu 7-8p	Th-		:30	\$3,400.00	NM		
			5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,	,34.3				i		
	0/29/12-11/02			4P-5P	MTuWThF		:30	\$1,275.00	NM		
			5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,							
		/12 DR. OZ		4P-5P	MTuWThF		:30	\$1,275.00	NM		
				6,46.1,3.5,5.4,20.2,							
			IUAL CMA AWA		Th-		:30	\$12,000.00	NM		
		12.2,49.2,13.8,2 /12		6,46.1,3.5,5.4,20.2,							
				1130-1230a / 11			:30	\$250.00	NM		
		/12 Jimmy Kin		6,46.1,3.5,5.4,20.2, 1130-1230a / 11			.20	\$250.00	NINA		
				6,46.1,3.5,5.4,20.2,			:30	\$250.00	NM		
		/12 Jimmy Kin		0,40.1,3.5,5.4,20.2, 1130-1230a / 11			:30	\$250.00	NM		
				6,46.1,3.5,5.4,20.2,			.50	\$250.00	MINI		
		/12 Late News		M-F/Su 10p-11p		S1	:30	\$1,600,00	NM		
				6,46.1,3.5,5.4,20.2,		50	.00	Ψ1,000.00	14141		
Week: 10/22/12	10/28/12	1	1	\$500.00	,0 1.0						
Week: 10/29/12	11/04/12	1	1	\$500.00							
35 WISN 10/0	7/12 11/04 <i>/</i> *	12 Sun GMA	, , , , , , , , , , , , , , , , , , , ,	6-7a	***************************************	:3	:0		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•	1-1000.00
Week: 10/01/12	10/07/12	1	1	\$400.00							
Week: 10/08/12	10/14/12	1	1	\$400.00							
Week: 10/15/12	10/21/12	1	1	\$400.00							
Week: 10/22/12	10/28/12	1	1	\$400.00					ŀ		
Week: 10/29/12	11/04/12	1	1	\$400.00							
36 WISN 10/2	1/12 10/21/1	12 Once		Sun 7-8p		:3	:0		NM	1	\$2,500.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>							, ,
Week: 10/15/12	10/21/12	1	1	\$2,500.00							
37 WISN 10/07	7/12 11/04/	12 News Sun	7-9a	7-9am		:3	0		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>							, _,
Week: 10/01/12	10/07/12	1	1	\$400.00							
Week: 10/08/12	10/14/12	1	1	\$400.00							
Week: 10/15/12	10/21/12	1	1	\$400.00							
Week: 10/22/12	10/28/12	1	1	\$400.00							
Week: 10/29/12	11/04/12	1	1	\$400.00							
38 WISN 10/14	4/12 11/04/1	12 This Week	With George Ste	p930-1030am		:3	0		NM	2	\$2,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>							
Week: 10/08/12	10/14/12	1	1	\$1,000.00							
Week: 10/15/12	10/21/12		0	\$0.00							
Week: 10/22/12	10/28/12		0	\$0.00							
Week: 10/29/12	11/04/12	1	1	\$1,000.00							
39 WISN 10/09	9/12 10/23/1	2 DanceResu	ılts	Tue 7-8p		:3	:0		NM	3	\$12,500.00
				,						-	,

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Original Date / Revision

11/01/12 / 11/01/12



Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

		Spo	te/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee		Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			7,	7 11 10 GHz
Week: 10/08/12 10/14/12 -1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
1 WISN 10/08/12-10/14/12 DanceResults See MG 39.3,39,4	Tue 7-8p	-Tu:30	\$5,000.00	NM	
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30	#E 000 00		
⊕ MG for 40.2,39.1	rue o-sp	-Tu :30	\$5,000.00	NM	
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tu <i>e</i> 7-8p	-Tu: :30	\$2,500.00	NM	
⊕ MG for 40.2,39.1		.00	\$2,500.00	INIVI	
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
E 40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30		NM 1	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate	.00		14141	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30	\$2,500.00	NM	
See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results					
9 See MG 40.4	Tue 8-9p	-Tu :30	\$ 2,5 00.00	NM	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	#0 F00 00		
⊕ MG for 40.3 10/02	rue /-op	-Tu: :30	\$2,500.00	NM	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
2 W/SN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu: :30	\$2,500.00	NM	
See MG 39.3,39.4	•		42,000.00	74,00	
N 41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30		NM 1	\$2,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			1444	Ψ2,200.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu: :30	\$2,200.00	NM	
See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal	Th., 0.40-	-l- 00			
(h) MG for 41.1 10/02	Thu 9-10p	Th :30	\$2,200.00	NM	
Week: 10/08/12 10/14/12	\$0.00			Ì	
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu: 30	\$2,200.00	NM	
Credited			\$2,200.00	74.47	
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
3 WISN 10/29/12-11/04/12 PrivatePractice	Tue 9-10p	-Tu: :30	\$2,200.00	NM	
See MG 57.6,57.7,57.8					
E 42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1	Rate				
	\$3,000.00	Martida : :	_	_	
Spot Ch Date Range Description 1 W/SN 10/15/12-10/21/12 HappyEnd	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
Credited Taria 12-10/2 // 12 TrappyEnd	Tue 8-9p	-Tu: 30	\$3,000.00	NM	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
- '	40,000,00			1	

Advertiser

Democratic Senatorial Ca

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Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Otand End Time	Spots/	5 .		_
Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length Week	Rate	Type Spots	Amount
Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length	Rate	Туре	
2 WISN 10/22/12-10/28/12 HappyEnd	Tue 8-9p		\$3,000.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34					
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM 1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00				
N 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal					
Start Date End Date Weekdays Spots/Week	Rate	:30		NM 1	\$1,300.00
Week: 10/29/12 11/04/122- 2	\$1,300.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
2 W/SN 10/29/12-11/04/12 ABC Prime College Footbal	7-1030p	Sa :30 {	\$1,300.00	NM	
See MG 57.6,57.7,57.8 E 45 WISN 10/28/12 10/28/12 Sun 9-930A		A			
E 45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A <u>Rate</u>	:30		NM 3	\$8,800.00
Week: 10/22/12 10/28/122 2	\$225.00			İ	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
1 WISN 10/22/12-10/28/12 Sun 9-930A	9-930 <i>A</i>	sı :30	\$225.00	NM	
See MG 45.3,45.4,45.5 2 WISN 10/22/12-10/28/12 Sun 9-930A	0.0004				
See MG 45.3,45.4,45.5	9-93 <i>0A</i>	St :30	\$ 225.00	NM	
3 WISN 10/30/12-10/30/12 World News Tonight	M-Su 530-6p	-Tu :30 §	\$4,000.00	NM	
⊕ See MG 45.6 ☐			.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
4 WISN 10/31/12-10/31/12 World News Tonight	M-Su 530-6p	W :30 \$	4,000.00	NM	
MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	44 - 000				
5 WISN 11/03/12-11/03/12 College Football Game #1 MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	11a-230	sa :30	\$800.00	NM	
6 WISN 10/29/12-10/29/12 World News Tonight	M-Su 530-6p	M :30 §	4,000.00	NM	
E 46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	1,000.00	NM 0	#0.00
Start Date End Date Weekdays Spots/Week	Rate	.50		14141	\$0.00
Week: 10/22/12 10/28/12 1 1	\$350.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
1 WISN 10/22/12-10/28/12 General Hospital See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.	2-3pm/1-2p	M::30	\$350.00	NM	
47 WISN 11/06/12 11/06/12 General Hospital					_
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30		NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30		NM 4	\$6,400.00
Start Date End Date Weekdays Spots/Week					ΨΦ,ΨΟΟ.ΟΟ
Week: 10/15/12 10/21/12 1 1	\$1,600.00				
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00 \$1,600.00				
E 49 WISN 10/15/12 11/05/12 The View	· · · · · · · · · · · · · · · · · · ·				
Start Date End Date Weekdays Spots/Week	10-11am Rate	:30		NM 3	\$1,500.00
Week: 10/15/12 10/21/12 1 1	\$500.00				
Week: 10/22/12 10/28/12 1 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
2 WISN 10/22/12-10/28/12 The View	10-11am	M:30	\$500.00	NM	

See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14

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Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00							Spo	ts/			
Week: 10/29/12 11/04/12 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date Week: 11/05/12 End Date Weekdays Spots/Week Rate 11/05/12 Rate 11/05/12 11/11/12 -1 1 \$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM 4 \$900.0 Week: 10/15/12 10/21/12 10/21/12 1 \$225.00		****	ate Description	on	Start/End Time	Days	Length Wee	ek Rate	Type S	pots	Amount
Week: 11/05/12 11/11/12 1 1 \$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date Weekdays Weekdays Weekdays 11/05/12 11/11/12 -1 1 \$500.00 Rate \$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM 4 \$900.00 Week: 10/15/12 10/21/12 1											
50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1 1 \$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM 4 \$900.00 Week: 10/15/12 10/21/12 10/21/12 1 10/21/12 1 1 \$225.00	.=			·							
Start Date Week End Date 11/105/12 Weekdays 11/11/12 Spots/Week							-00				
Week: 11/05/12 11/11/12 -1 1 \$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM 4 \$900.0 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$225.00				Spots/Week			:30		NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 1 1 \$225.00											
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$225.00	51 WISN 10/15	5/12 11/05/ ⁻	12 ANDERSC	N COOPER	M-F 11A-12P		:30	····	NM	4	\$900.00
AN A ANDRES AND A STATE OF THE			<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1,1,1,1	7	Ψ900.00
Week: 10/22/12			1	1	\$225.00						
			1	1							
Week: 10/29/12 11/04/12 1 1 \$225.00			1	1							
Week: 11/05/12 11/11/12 1 1 \$225.00	Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM 2 \$1,000.0					3-4p		:30		NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Rate			<u>Weekdays</u>								, ,, = = = = = =
Week: 10/29/12 11/04/12 1 1 \$500.00			1								
Week: 11/05/12 11/11/12 1 1 \$500.00			***	1	\$500.00						
					•		:30		NM	1	\$500.00
<u>Start Date </u>											
4500.00				1		****					
54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200.0 Start Date End Date Weekdays Spots/Week Rate				On ala 444 t.	· · · · · · · · · · · · · · · · · · ·		:30		NM	2	\$1,200.00
<u>Start Date </u>											
Week: 11/05/12 11/11/12 1 1 \$600.00			_	•							
N 55 MICN 10/16/12 11/06/12 Nove M F.F.	N 55 WISN 10/15		2 News M-F				130		N18.4	•	
NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate				F-	•		.30		NIVI	3	\$3,000.00
Week: 10/15/12 10/21/12 1 1 \$1,000.00											
Week: 10/22/12 10/28/12 1 1 \$1,000.00	Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 11/04/12 1 1 \$1,000.00	Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12 11/11/12 1 1 \$1,000.00	Week: 11/05/12	11/11/12	1	1	\$1,000.00						
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type</u>				<u>n</u>	Start/End Time	Weekday	<u>/s Length</u>	<u>Rate</u>	Type		
4 W/SN 11/05/12-11/11/12 News M-F 5p 5-530pm M :30 \$1,000.00 NM			'12 News M-F	5p	5-530pm	M	:30	\$1,000.00	NM		
See MG 57.6,57.7,57.8											
					_		:30		NM	4	\$1,400.00
<u>Start Date </u>				Spots/Week							
Week: 10/15/12			1	1							
Week: 10/29/12 11/04/12 1 1 \$350.00			1	1	· ·						
Week: 11/05/12 11/11/12 1 1 \$350.00			-	1							
N 57 MISN 10/09/12 11/05/12 Nove M F 6n C 000		***									
N 57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 6 \$22,150.00		-	-	•	•		:30		NM	6	\$22,150.00
Week: 10/08/12 10/14/12 1 1 \$1,200.00				1					1		
Week: 10/15/12 10/21/12 1 1 \$1,200.00			1	1					- 1		
Week: 10/22/12 10/28/12 1 1 \$1,200.00			1	1	•				1		
Week: 10/29/12 11/04/12 1 1 \$1,200.00			1	1	•]		

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11/01/12 / 11/01/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	939457 / 12	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	<u> </u>	original Date / Revision

Democratic Senatorial Ca

	L		***************************************	<u> </u>		
		Spo	nts/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length We		Type S _i	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Poto	Tuno		
4 WISN 10/29/12-11/04/12 News M-F 6p			Rate	<u>Type</u>		
	6-630pm	M: :30	\$1,200.00	NM		
See <i>MG</i> 57.6,57.7,57.8						
6 WISN 11/05/12-11/05/12 Dancing	Prime Other	M :30	\$10,000.00	NM		
(f) MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,3	15191105755	74	•			
7 WISN 11/04/12-11/04/12 Once	Sun 7-8p		¢7 000 00	N 18.4		
	•		\$7,000.00	NM		
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,3						
8 WISN 11/01/12-11/02/12 Late News 1030PM	1030p-11p	F: :30	\$1,550.00	NM		
(f) MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,3	1.5,1.9,1,10,57,5,57	7.4				
Week: 11/05/12 11/11/12 1 1	\$1,200.00					
Spot Ch Date Range Description	Start/End Time	Modeledous Lough	D-4-	I		
		Weekdays Length	Rate	<u>Type</u>		
5 WISN 11/05/12-11/11/12 News M-F 6p	6-630pm	M:30	\$ 1,200.00	NM		
See MG 57.6,57.7,57.8						
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	-20		NIKE		
		:30		NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12 1 1	\$1,000.00			ł		
Week: 10/22/12 10/28/12 1 1	\$1,000.00					
Week: 10/29/12 11/04/12 1 1	\$1,000,00					
Week: 11/05/12 11/11/12 1 1	\$1,000.00					
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30		NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate				•	* 1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00					
E 00 MION 40/00/40 44/05/40 E 4 4 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4			***************************************			
E 60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30		NM	2	\$1,700.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					•
Week: 10/22/12 10/28/12 1 1	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	M :30	\$850.00	NM.		
		.30	\$650.00	IVIVI		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34						
Week: 10/29/12 11/04/12 1 1	\$850.00			1		
Week: 11/05/12	\$850.00					
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a				_	
Cled Date Find Date Medical Collaboration Co. L. 184		:30		NM	5	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/08/12 10/14/12 1 1	\$1,000.00					
Week: 10/15/12 10/21/12 1 1	\$1,000.00			1		
Week: 10/22/12 10/28/12 1 1	\$1,000.00			i		
Week: 10/29/12 11/04/12 1 1	\$1,000.00			j		
*** * ********				1		
	\$1,000.00					
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30		NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		, AIVI	ı	φ1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			1		
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30		NM	4	\$1,800.00
	3-10aiii				,	+ .,000.00
Start Date End Date Weekdays Spots/Week						
	<u>Rate</u>					
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$450.00					
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$450.00 \$450.00					
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$450.00 \$450.00 \$450.00					
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$450.00 \$450.00					
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	Rate \$450.00 \$450.00 \$450.00 \$450.00	.00	errologiski (k. s. s.			
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 64 WISN 10/06/12 10/06/12 PostBadger	Rate \$450.00 \$450.00 \$450.00 \$450.00 PostBadger	:30	mate de la constante de la con	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	Rate \$450.00 \$450.00 \$450.00 \$450.00	:30		NM	1	\$1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst letevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 / 12	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12 Advertiser	DSCC-IE	1533 iginal Date / Revision
Democratic Senatoria		11/01/12 / 11/01/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			- F +	,ount
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline Start Date	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		328	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	230	\$210,650.00	\$179,052.50
10/29/12 -11/06/12	98	\$110,650.00	\$94,052.50
Totals	328	\$321,300.00	\$273,105.00

Signature:	Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.